

March 2023

Accounting and Financial Management - UK

"With more accountancy firms establishing themselves as truly multidisciplinary professional services, they increasingly play a vital role in providing commercial advice that supports innovation, growth and strategic goals.

Accountancy firms can be expected to continue to expand their consulting capabilities in line with evolving client requirements. This includes increased spending ...

Attitudes towards Healthy Eating - UK

"With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods' good value for money perceptions, especially if linked to long-lasting satiety. Meanwhile, forging links ...

Auto and Home Insurance - Canada

"The P&C industry is experiencing steady growth and increasingly using technology to connect better with customers, drive customized pricing and enhance efficiency. But satisfaction is not high and switching insurers is fairly common. So, there are plenty of opportunities for digital start-ups and established companies to gain more market share ...

B2B Economic Outlook - UK

"Although the UK avoided recession at the end of 2022, growth is likely to be constrained by persistently high inflation and the cost of living crisis. The recent fall in wholesale gas prices should start to reduce bills by the end of H1 and this will somewhat improve the financial ...

Beauty & Personal Care Retailing - Europe

Attitudes towards Food Packaging - UK

"Sustainability remains one of the biggest topics for food packaging, with many consumers worried about food packaging waste ending up in the environment. Highlighting recyclability and recycled content stands to keep consumers engaged. Low emissions are a low concern amongst consumers, putting an onus on companies to drive awareness of ...

Attitudes towards Home Delivery and Takeaway - UK

"Consumers have reduced the frequency of their orders since late 2021, as many people returned to their pre-COVID-19 habits, replacing takeaway services with the special experiences that only in-person dine-in participation can provide. As the rising cost of living has made ordering home delivery and takeaway regularly less appealing, the ...

Auto Racing: Sponsorship Activation Meets Emerging Audiences - US

"Sponsorships have consistently played a key role in the business of auto racing. Boosted by strong response to Netflix's Formula 1: Drive to Survive docuseries, auto racing has attracted attention from a new wave of racing fans, giving companies and brands new opportunities to engage with an emerging fan base ...

Baby and Children's Clothing - US

"The baby and children's clothing market will see slow, steady growth in the next five years. Decelerating birth rates will create less demand for these items; however, parents could be willing to spend more per child if they have fewer children to care for in their household. The landscape will ...

Beauty & Personal Care Retailing - France

"We estimate that beauty and personal care specialist retailers' sales in the European Big 5 markets rose by around 7% again in 2022, as the sector continued to recover from the disruption caused by the pandemic. This is largely attributed to higher prices as well as increased visits to stores ...

Beauty & Personal Care Retailing - Italy

"The major chains of specialist beauty and personal care retailers, which are still primarily store-based businesses, have an opportunity to help their customers deal with the cost of living crisis by using discounts to build goodwill and increase loyalty which will bear fruit in the future. Faced at the same ...

Bingo - UK

"The bingo market looks vulnerable to the cost-of-living crisis, with only one in five players determined to maintain current habits if they needed to cut their leisure spending. The retail segment is more vulnerable than the remote, but both will need to focus on value offers and player acquisition to ...

Cleaning the House - US

"Consumers remain consistent in their approach to cleaning the home. However, soaring cost of living is causing some to shift their cleaning and shopping habits, with slightly more than two in five adults claiming to be spending less on household cleaning products. To increase value and maintain involvement, brands need ...

Consumer Attitudes to Staycations vs Holidays Abroad - UK

"Overseas holidays are back on the cards for many Brits, with consumer sentiment set to return to similar levels seen prior to the pandemic. Over half of Brits are planning on heading abroad for a holiday in 2023, with 41% planning a European holiday and 19% planning a long-haul getaway ...

Consumers and Financial Advice - UK

"The beauty retail sector in France was heavily penalized by the health crisis, but looks to be regaining momentum. The end of obligatory face coverings, the return to face-to-face working and growth in tourist numbers have all had a positive effect on demand for beauty products. But a new threat ...

Beauty & Personal Care Retailing - Spain

"The cost-of-living crisis and high inflation are changing how Spanish consumers shop for beauty and personal care products. With household budgets stretched, many shoppers are looking at ways to cut back spending on the category, reducing purchasing, switching to lower-priced options and shopping at low-cost retailers. Retailers will have to ...

Car Review - UK

"Difficulties for the UK car market continue as the current cost-of-living crisis delays what was expected to be a rapid return to normality after the recent pandemic. Yet despite this, demands from car owners continue to evolve. Currently focused on affordability, long-term demands span vehicle flexibility, environmental impact and innovation ...

Computer Security - UK

"The relentless drive to digital data and processes renders computer security increasingly important for businesses, charities and consumers alike. Any wider economic disruption serves to further stimulate the drive with its positive impact on efficiency. Geopolitical issues including trade sanctions on Russia have intensified the focus on security and there ...

Consumer attitudes towards Cut Flowers and Houseplants - UK

"While the cost of living crisis has made consumers buy fewer flowers and houseplants, 77% of consumers think flowers/houseplants are an affordable luxury. Flowers/houseplants hold significant emotional value to both the giver and receiver – an aspect many think is worth paying for. Flowers and houseplants naturally tap ...

Crackers - US

“The digitisation of advice creates opportunities for advisers to find new markets and cater for a wider audience. However, there needs to be a concerted and collective industry effort to define the many different types of digital solution that now exist, in order to improve clarity for, and understanding by ...

Deposit and Savings Accounts - UK

“Despite higher interest rates and increased competition, inflationary pressures are limiting the growth of the market. While consumers are finding it hard to save as a result of the cost of living crisis, there is a scope for savings providers to support them through economic uncertainty.”

Diversity and Inclusivity in Beauty - US

“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

Electrical Goods Retailing - UK

“The economic downturn will continue to constrain demand for electrical goods in the short term, with the market expected to decline by 1.5% in 2023. However, disruption also opens up new windows to the market, including the redirection of spending to the home and prioritisation of energy efficiency to ...

Entertaining at Home - US

“The pandemic has taken a toll on home entertaining, with fewer people gathering and fewer occasions celebrated in 2022 than in 2019. There are key segments of the population who are eager to entertain, however, including parents with kids under 18. Encouraging these consumers to celebrate even small occasions can ...

Expressions of Identity - US

“The continued rise of snacking has ignited focus in some less conventional spaces like meats and cheeses, further intensifying the competitive set for crackers. Cracker brands are challenged to break through the din to increase engagement, especially among young adults. Demonstrating versatility will be the way forward: with recipes, toppings ...

Dishwashing Products - China

“In the post-COVID-19 era, consumers are seeking to maximise the value of their purchases and are willing to pay for features such as aromatic and skincare ingredients they find appealing. It’s necessary for brands to continue offering products that enrich the experience of undertaking mundane tasks, catering to consumer interests ...

Diversity in BPC - UK

“As an intricate sector, the conversation surrounding diversity in BPC continues to expand, with progress made toward the inclusion in marketing, NPD and retail. The cost of living crisis will, however, present concerns over affordability and accessibility for all needs. Trading down may not be a viable option, therefore brands ...

Energy Drinks - US

“Energy drinks remain a growing segment of the wider beverage industry, its growth attributed to core category loyalists as well as category newcomers attracted by BFY energy drinks. The energizing beverage landscape is rife with competitors, but energy drink brands can remain relevant by addressing consumers’ interest in health while ...

Euro Retail Trends - Spring - UK

“While each market has experienced the pressures of 2022 and early 2023 differently, the common factor has been a decline in consumer confidence and this has weighed heavily on demand and, in most markets, created an underlying volume decline in retail sales. Overall inflationary pressures looked to have peaked in ...

Gambling - Canada

“Consumers use a range of channels to represent and communicate who they are – or who they want to be – to other people. Authentic self-expression can directly impact their mental wellbeing, as well as help them build likeminded communities. Brands are already embedded into facets of consumers’ identity and ...

Hábitos de Consumo de Snacks - Brazil

“Os snacks/lanchinhos têm ganhado importância na rotina dos brasileiros, seja por oferecer um momento prazeroso e relaxante no meio do dia, seja substituindo uma refeição fora de casa. Assim, as marcas devem buscar entregar produtos com os benefícios desejados para cada momento de consumo, oferecendo nutrição e energia em ...

Health Tech - China

“Consumers have become more health conscious and expect more from health tech than simply tracking their health data. Brands have the opportunity to provide comprehensive health solutions that can support consumers to manage both physical and mental health more effectively. Holistic health management functions to help consumers achieve their health ...

Hispanic Consumer Snacking Trends - US

“Hispanic consumers gravitate to snacks for reasons beyond hunger and seek an indulgent experience that delivers great flavor quality. Brands need to lead with flavor first in order to appeal across segments but need to maintain excitement amidst economic uncertainty. Ultimately, sweet and savory snacks have room to grow within ...

Improving the Home - Canada

“Economic realities are causing consumers to reassess their home improvement plans to determine the best way forward. While many are making concessions, like reducing the scope or delaying a project, the fact remains that home improvements remain an item on to-do lists for the majority of Canadians. In addition to ...

Lifestyles of Generation Z - UK

“The launch of the iGaming market in Ontario has been a resounding success, both bringing new business and breathing new life into the gambling landscape in the province, while also encouraging existing players – like casinos and OLG – to innovate and adapt. While other provinces are still hesitant to ...

Hábitos de Higiene Pessoal - Brazil

“Diante da priorização do bem-estar, as rotinas de higiene pessoal foram transformadas em um passo fundamental de autocuidado, criando oportunidade para que as marcas ajudem os consumidores a criar experiências multissensoriais durante o banho. Além da conexão clara com o bem-estar, o banho pode ser o passo inicial das rotinas ...

Health Technology Trends - US

“As consumers broaden their health goals, technology can respond by providing comprehensive monitoring of health metrics to bring greater awareness of health and wellness, while also making managing health more enjoyable. Technology will continue to play an integral part in giving consumers a greater sense of control over their personal ...

Home Purchasing and Mortgage - US

“Consumers are changing the way they approach home purchasing, leaning more on digital tools to streamline the search process and looking to intrapersonal and digital sources to find their mortgage lenders. A surge in independent decision-making in the home search process has led to an increase in consideration for new ...

In-store Bakery - US

“In-store bakeries currently benefit from financial motivation to eat at home. Successful ISBs will continue their evolution as a destination for everyday pick-me-ups and fresh meal solutions. While competition with center of store is stiff, presenting ISB as an alternative to foodservice highlights value alongside convenience, ease and freshness.” ...

Managing Skin Conditions - China

“From new jobs and businesses to purchasing first houses and getting married, Generation Z expect to experience a number of major life events in the next five years. And while they display a positive outlook for their own future, the era of political, economic and climate uncertainty that they have ...

Marketing Auto to Gen Z & Millennials - US

“Current economic influences and automotive market conditions have increased barriers for Gen Z and Millennials looking to purchase a new or used vehicle. Moving forward, it will be critical for auto brands and retailers to understand the varying needs across younger generations as well as the physical and digital touchpoints ...

Menswear - UK

“The menswear market will benefit in 2023 from men being more confident about their finances than women. While men are making some changes to their clothes shopping habits as a result of the cost-of-living crisis, their purchasing patterns have been less impacted than those of women. Retailers can appeal to ...

Motor Insurance - UK

“The motor insurance market faced a tough 2022 as a result of claims inflation and new regulation. Despite these difficulties, the market will be resilient in the long term as motor insurance remains an essential purchase for drivers. Opportunities to evolve with technological and environmental developments will help insurers appeal ...

Omnichannel Retailing - Canada

"Omnichannel retailing is the natural result of a market that has widely adopted ecommerce, but refuses to abandon physical stores.

The future of omnichannel retailing will be driven by stakeholders that innovate to separate themselves from the pack, creating an experience that's better than either in-store or online can be ...

“Besides soothing and stabilising, skincare products for sensitive skin also require advanced benefits such as anti-aging and whitening. Brands can leverage special ingredients, such as self-developed ingredients or botanical alternatives, to convince consumers who desire to achieve advanced benefits but enjoy the mildness of the products. In addition, providing consumers ...

Media Trends Spring - UK

“The cost-of-living crisis has forced consumers, particularly those struggling financially, to make decisions as to whether they prioritise spending on media or other aspects of their life. Some consumers are now spending more on social media content, such as YouTube videos, as a result of the cost-of-living crisis, highlighting how ...

Mortgages - Ireland

"Cost-of-living pressures as well as rising interest rates will combine to put a strain on new mortgage affordability, which will inevitably impact upon demand for new mortgages. While there may be more demand for mortgage refinancing as consumers shop around for better deals, some existing mortgage holders may struggle to ...

Nutrition Drinks - US

“The nutrition drinks market may be fighting outdated ‘dieting’ perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

Online and Mobile Retailing - Ireland

“The ongoing cost-of-living crisis is seeing consumers increasingly turn to online channels to search for bargains and discounts to make ends meet – while many are evaluating if the cost of travelling to bricks-and-mortar shops is more expensive than having items delivered via online channels.”

– Brian O'Connor, Category ...

Optical Goods Retailing - UK

"Outside of the downturn caused by the pandemic, the optical goods industry has been witnessing slow yet steady growth. The cost of living crisis is setting back growth seen in 2021, however, as customers rethink new purchases and tighten budgets. The emergence of new disruptor brands is set to challenge ...

Packaged Bread - US

"Packaged bread is simple and reliable, providing stability during volatile times. As consumers continue to navigate inflation and look for convenient at-home solutions, bread can provide a healthy mix of comfort, familiarity and accessible exploration to meet different consumer needs."

– Kelsey Olsen, Food and Drink Analyst

Pillows and Mattresses - US

"Consumers are coming to recognize sleep's contribution to overall health and the direct relationship between quality sleep and other areas of holistic health. However, high penetration and long purchase cycles continue to challenge category players in growing the market, especially as budget-conscious consumers delay purchases until the economy stabilizes. Mattress ...

Professional Beauty and Grooming Treatments - UK

"Post-COVID-19 recovery is expected to continue within professional treatments in 2023, with the sector set to return to pre-pandemic value levels in 2025. Recovery will be hindered by value-led attitudes amid the ongoing income squeeze, signalling opportunity to cater for those on a budget with cheaper treatment options. Longer-term, treatment ...

Restaurant Value and Pricing - US

"While many consumers will choose to cut back on their away-from-home dining experiences to save money, operators can maintain visitation by delivering on value through appealing prices, but not at the expense of taste and quality. Finding the right balance between cost savings and promotional deals without compromising the experience ...

Oral Care - China

"Rising awareness of oral health propelled market growth despite the pandemic, and will continue to drive it in the future. Brands and manufacturers can expand the usage of currently niche products through novel flavours to increase revenue. Moreover, developing professional products can win the affinity of more knowledgeable consumers, such ...

Personal Hygiene Habits - Brazil

"As consumers prioritize their wellbeing, personal hygiene routines have been transformed into a key self-care step, creating opportunity for brands to help consumers create multi-sensory experiences during bath and shower time. In addition to a clear connection with wellness, bath/shower time can be the initial step in consumers' beauty ...

Plant-based Food - China

"Considering the meat substitute positioning of plant-based meat is predominant, simulation of real meat is worthy of being prioritised. However, for sustainable development of this category, new positioning, for example as a vegetable supplement, highlights a growth opportunity under homogenised competition through the integration of plant-based meat into mainstream eating ...

Recruitment - UK

"The UK recruitment market has been heavily propelled by the larger trend of the 'great resignation'. However, this trend is expected to have a reduced impact over 2023 as increased economic volatility is hardening labour movement intentions and leading to increased business reticence towards hiring. Meanwhile, shortages of talent are ...

Savoury Biscuits - UK

"Savoury biscuit brands must ensure they are seen as relevant for eating with cheese, as the top usage occasion for these snacks. However, to maximise growth potential they also need to reduce their reliance on this pairing. Dipping stands out as warranting attention. Savoury biscuits also need more shoppers to ...

Schools, Universities and Hospitals - UK

"Across public build projects there will be a wider adoption of modern methods of construction to reduce on-site disruption, increase efficiencies and speed up the site programme. Future projects will also see a significant focus on decarbonisation and energy efficiency in order to meet clients' sustainability targets and support the ...

Snack Bars and Breakfast Biscuits - UK

"The cost of living crisis and HFSS restrictions will continue to challenge the snack bars and breakfast biscuits. Cautious spending behaviour exhibited by consumers is putting the category in the line of fire. It is important for brands to demonstrate good value for money and added nutritional benefits while finances ...

Technology Trends: Spring - UK

"The way we search for information online is changing. Search engines continue to dominate, but Generation Z in particular is turning straight to social media sites such as TikTok instead. However, the integration of conversational AI into search engines will transform the way consumers look for information and discover brands ...

Theme Parks - China

"The theme parks market is worth investment as it is forecast to have positive growth prospects from 2023 with the easing of COVID-19 pandemic prevention policy. Great enthusiasm of travel and leisure activities has been seen among consumers. With increasing international brands joining in the competition, local theme parks brands ...

Trends in Health and Wellness - China

"The market demand for eye healthcare is expected to increase as eyesight problems once again become the number one sub-health issue. While the majority of consumers acknowledge the effects of technology on their eye health, their eye protection needs vary according to their specific life stage. Brands have the opportunity ...

Smart Homes - US

"2023 will be a transitional year for smart home tech. Matter is shifting the landscape, paving the way for new entrants and forcing top brands to retool their offerings and strategies for market share. Although at least a few years out, developments in generative AI and its implementation into smart ...

Snacking Consumption Habits - Brazil

"Snacks have been gaining importance in the routine of Brazilian consumers, either by offering a pleasant and relaxing moment in the middle of the day or by replacing a meal out of home. Brands should seek to provide products with the desired benefits for each consumption occasion, offering nutrition and ...

The Spirits Consumer - Canada

"Drinking in Canada has never been so exciting. Though beer and wine still are the most popular alcoholic beverages, spirits are gaining ground. From aspiring home bartenders to enthusiastic returns to dining in restaurants, more than half (56%) of Canadians are imbibing spirits or cocktails. While inflationary economic pressures are ...

Trending Flavors and Ingredients in Salty Snacks - US

"Increased snacking continues, as habits built during the pandemic have translated into new routines and expanded occasions. Unique flavor innovation can be the key to blurring the line between healthy and indulgent snacks, as consumers increasingly seek both BFY and comforting ingredients."

UK Retail Trends - Spring - UK

"A combination of the cost of living crisis and natural rebalancing in key categories following heightened demand during the peak of the pandemic, saw volume retail sales decline by a record level in 2022. However, given the macro-economic backdrop retail demand held up relatively well and the sector enjoyed a ...

Video Gaming and Wellness - US

"Contrary to misconceptions, gamers are interested in improving their wellness, and consider games an excellent way to reduce stress and fostering social opportunities. Players want video games that help reduce anxiety and create more positive social interactions. Combating toxicity online may accomplish both."

健康生活趋势 - China

"视力问题再次成为排在首位的亚健康问题，因此眼部健康市场需求预计将有所增加。尽管多数消费者认识到了科技对其眼部健康所造成的影响，但人们的护眼需求会随着特定的人生阶段而有所不同。品牌有机会借鉴科技领域的护眼科学，同时基于重点人群特定的日常生活方式与其建立联系。"

——刘文诗，高级研究分析师

口腔护理 - China

"虽然受到新冠疫情影响，但口腔健康意识的提高仍推动了市场增长，并将在未来继续驱动增长。品牌和制造商可以利用新颖的口味提高小众产品的使用率，以增加营收。此外，开发专业产品可以赢得口腔护理知识丰富的消费者的青睐，如建立医学背景、针对特定问题（如牙齿变黄）或特定群体（如正畸人群）。"

— 何雨婷，研究分析师

皮肤管理 - China

"除舒缓和维稳外，敏感肌适用护肤品也需要具备抗衰老和美白等进阶功效。品牌可利用专研成分或植物替代成分等特殊成分，来说服那些既想获得进阶功效，又希望产品温和和不刺激的消费者。此外，当消费者遇到皮肤问题时，为他们提供精简护肤解决方案有助于鼓励消费者试用并吸引潜在用户。"

— 柴静彦，高级研究分析师

主题公园 - China

"主题公园市场值得投资关注，随着新冠疫情防控政策的放宽，预计2023年起，该市场将迎来积极增长前景。消费者对旅游和休闲活动的热情高涨。随着越来越多的国际品牌参与竞争，本地主题公园品牌需通过IP收购、产品和服务创新、数字化和营销活动来保持发展。25-39岁的女性、有两个或更多小孩的家庭以及高家庭收入的18-29岁年轻消费者是主题公园爱好者，并且为园内特殊待遇付费的意愿和预算均较高。主题公园运营商建议升级会员计划、丰富特殊待遇服务内容，并利用IP的力量来增加收入。"

— 刘倩雯，高级研究分析师

健康科技 - China

"消费者的健康意识越来越强，也期待健康科技能提供除了监测健康数据以外的更多功能。品牌有机会提供综合健康解决方案，支持消费者更有效地管理身心健康。通过全面的健康管理功能帮助消费者实现健康目标、采取健康的生活方式以及为消费者提供更专业的心理健康资源，是品牌需要探索的重点领域。"

— 许成维，研究分析师

植物基饮食 - China

"鉴于植物肉的肉类替代品定位主导该市场，品牌需要优先提升产品模仿真肉的能力。不过，为了保持该品类的可持续发展，将植物肉融入主流饮食习惯的新定位（如作为蔬菜营养的补充）为品牌指明了在同质化竞争中的增长机遇。"

— 黄梦菲，研究分析师

餐具洗涤用品 - China

"在后疫情时代，消费者希望从其购买中实现价值最大化，并且愿意为感兴趣的产品特征（如芳香和护肤成分）支付溢价。品牌有必要持续推出让家务活不再单调沉闷的产品，与此同时，它们也需迎合消费者兴趣，以及其对功能更全面的餐具洗涤用品不断演变的偏好。"

— 古丹阳，高级研究分析师