

August 2023

American Lifestyles: Consumer Recovery & Reset - US

“After several years of unprecedented turmoil and uncertainty, American consumers are ready to look to the future and discover their ‘next normal.’ Although economic uncertainty and global concerns persist, many consumers are determined to refocus on their physical and financial health over the next year. As Americans navigate this ...

Attitudes towards Low- and No-Alcohol Drinks - UK

“The recent hike in alcohol duties is likely add to the alcohol moderation trend already strengthened by the cost-of-living crisis. This offers opportunities for low-/no-alcohol variants, but these are hindered by an image as over-priced. Smaller formats, including RTD versions, should help to bolster low/no-alcohol drinks’ affordability. As ...

Beer & Cider - Ireland

“The cost of living crisis is taking its toll on the Irish beer and cider sector, with approximately six in ten drinkers noting financial concerns have seen them reduce their in-home and out-of-home beer/cider consumption. Moving forward, justifying value for money will be a key challenge for the sector ...

Brazilian Lifestyles - Brazil

“In a year marked by elections and economic difficulties, Brazilians have shown concern about their personal finances and the future of the country in many different spheres. Faced with this context, brands have the challenge of promoting physical and mental health, helping Brazilians maintain healthy lifestyles and a better balance ...

British Lifestyles - UK

“Brits have been feeling the pinch of the cost-of-living crisis for a sustained period of time now, and for many, the ability to spend freely has almost completely disappeared. Essential categories, such as housing and

Attitudes towards a Cashless Society - UK

“Although cash use declined during the pandemic, the cost of living crisis has seen some consumers return to cash to improve budgeting. Over half of consumers still use cash on a weekly basis and people will want choice in their payment options. Despite increasing use of mobile wallets and the ...

Bebidas Gaseificadas - Brazil

“Entre a disputa açúcar x adoçantes, os consumidores brasileiros encontram-se confusos e sentem que precisam reduzir o consumo de bebidas gaseificadas. Entretanto, a forte conexão da bebida com momentos de relaxamento mantém o consumo praticamente estável.”

– **Laura Menegon, analista de Alimentos & Bebidas - Latam**

Brand Overview: Finance - UK

“The financial services sector is put under more scrutiny during periods of financial uncertainty. Consumers will look for assistance from brands to guide them through this cost-of-living crisis and help them make better decisions that will benefit them financially. Brands that are considered trustworthy or helpful are more likely to ...

Breakfast Cereals - UK

“Rising prices and squeezed incomes have taken their toll on the breakfast cereals category, with volume sales returning to their pre-pandemic downward trajectory and little to suggest this category could escape further volume sales declines in the coming years. Responding to consumer demand for convenience and permissible indulgence, as well ...

Business Traveller - UK

“The business travel market is going through a considerable transformation. Company reliance on online meeting and event technology was accelerated during the pandemic, and this has been further strengthened by the cost-of-living crisis, which is driving

groceries, are driving inflation and dominating consumer budgets. As a result, we expect the real ...

Canadian Lifestyles - Canada

"Canada's diversity is what sets it apart as a country. And with the immigration targets set by the government, it is only going to become more diverse in the years ahead.

With that in mind, it's important to understand the market's diversity at a deeper level and how it impacts ...

Carbonated Soft Drinks - Brazil

"Between sugar and sweeteners, Brazilian consumers seem confused and feel that they need to reduce their consumption of carbonated soft drinks. However, CSDs' strong connection with moments of relaxation keeps consumption practically stable."

– **Laura Menegon, Food and Drink Analyst – Latam**

This Report looks at the following areas:

Coffee and RTD Coffee - US

"Economic uncertainty currently impacting the coffee category is expected to be short-lived, yet to remain relevant brands will need to keep up with evolving tastes, occasions and needs, especially of young coffee lovers."

– **Caleb Bryant, Associate Director of Food and Drink Reports**

Connected Living and Device Ecosystems - UK

"The connected living experience can be enhanced by focusing on the cost saving and sustainable upside of smart devices. Longer term, technologies such as wireless protocols and personalised AI can deliver on the vision of the of truly automated and proactive smart home that that can support consumers' individual lifestyles ...

Cooking Habits - Brazil

firms to prioritise remote meetings to cut down on expenses.

Cannabis in Food and Drink - US

"Cannabis edibles and beverages are navigating the crossroads of consumer wellness demands and regulatory complexities. As premium and health-focused offerings surge in popularity, accurate dosing, consistent quality and education efforts become pivotal, setting the stage for brands that prioritize both innovation and consumer trust."

Carbonated Soft Drinks - US

"Enjoying CSDs isn't antithetical to consumers' wellness aspirations, and while they want to see functional benefits and low calorie products, they don't expect reformulations to be overtly healthy. Rather, brands can help consumers make CSDs an essential part of their desired lifestyles, acting as a reliable source of enjoyment and ...

Colour Cosmetics - UK

"A combination of inflation driving up prices, and continued post-pandemic recovery, will boost value growth in colour cosmetics in 2023. Despite the income squeeze, the prestige segment is set to outperform, as women look to treat themselves to affordable luxuries. Looking ahead, as financial concerns subside, makeup usage occasions will ...

Consumer Snacking - UK

"Reasons for snacking have shifted back to what they were pre-COVID, but treating oneself is still the second biggest driver of snacking. When choosing a snack as a treat, a favourite brand and exciting flavour are most important, but health claims appeal to one in four, emphasising the scale of ...

Current Accounts - Ireland

“The inflation slowdown has allowed consumers to purchase ingredients that had been cut from the shopping basket, even though they are still looking to save money. Even with the return of face-to-face activities, Brazilians continue to favor the consumption of home-cooked meals, increasing the demand for ingredients and kitchen utensils ...

Data Centres - UK

“Demand for data centres has grown rapidly along with the digitisation of both business and consumer behaviour. Even though 90% of the world’s data was created in the last two years, and every two years the volume of data is doubling, the development remains in its infancy when the transformational ...

Digestive Health - US

“Symptomatic treatments for occasional issues will remain core to the market. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must work toward elevating the importance of proactive gastrointestinal maintenance which will aid in supporting other areas of holistic health. Blurring the lines ...

Direct-to-consumer Retailing - US

“The lines between direct-to-consumer and traditional retailing are becoming even more blurred in an omnichannel landscape where brands must be anywhere and everywhere. What becomes clearer is that direct is just one channel, as DTC brands continue to pivot to wholesale partnerships and physical stores to meet consumers wherever they ...

Electric and Hybrid Vehicles - US

“Consumers’ growing interest in sustainability combined with automakers’ increasing commitment toward electric and hybrid vehicles presents a massive potential for growth in this category in the years ahead. However, obstacles such as perceptions, availability and affordability continue to pose challenges to consumers’ adoption. As such, it will be crucial for ...

Ethical Retailing - Europe

“Despite expected economic contraction and seemingly-intensifying pressure on household finances, ownership levels of current accounts will be largely unaffected; consumers still need current accounts. This is not to suggest, however, that broader environmental factors do not impact upon the current account market. Providers of fee-paying accounts may find it a ...

Data Sharing in Financial Services - UK

“2023 marks the fifth anniversary of Open Banking in the UK, reflecting the innovation in technology and data usage in financial services. One fifth of consumers are more willing to share their financial data as a result of the cost of living crisis. This highlights the importance of budgeting tools ...

Digital Advertising - US

“Digital advertising is in a time of transition as marketers and platforms seek substitutes to user-level data. Despite numerous delays at the federal level, new platform standards and state regulations regarding privacy are in place with more coming. Interest in AI-enabled search is promising, while digital audio and video ad ...

Dishwashing products - Canada

“The category’s essential nature helps to shield it from serious cutbacks due to current economic conditions, though many consumers are altering their dishwashing behaviours in order to save money. Efficacy is prioritized over all else, with consumers generally intrigued, but unwilling to pay more for additional ‘nice to have’ features ...

Estilo de Vida dos Brasileiros - Brazil

“Em um ano marcado pelas eleições e dificuldades econômicas, os brasileiros demonstraram preocupação com suas finanças pessoais e o futuro do país nas mais diferentes esferas. Diante desse cenário, as marcas têm o desafio de promover a saúde física e mental, ajudando que os brasileiros mantenham estilos de vida saudáveis ...

Ethical Retailing - France

"With growing sustainability awareness ethical retailing has emerged as one of the most dynamic areas of the European retail landscape in recent years. Fuelled by shifting consumer priorities, we are seeing ethical and sustainability credentials and initiatives becoming ever more important. To leverage the opportunities presented retailers need to invest ...

Ethical Retailing - Italy

"While there is certainly the potential for the retailing of ethical product to be adversely affected by the ongoing cost of living crisis, the onus is on retailers to demonstrate to their customers that, by purchasing ethical products, they can still find ways of saving money, whether through products lasting ...

Ethical Retailing - UK

"Shopping for ethical products has become less of a priority for consumers due to the cost-of-living crisis and in a climate where the price of a product is more important than how ethical it is, retailers need to work hard at convincing the value of ethically produced products over standard ...

Fashion Technology & Innovation - UK

"As the cost-of-living crisis impacts growth opportunities for the fashion sector, more retailers and brands are looking at ways to optimise their businesses by investing in the latest online and in-store technology to improve the shopping experience, from digitalising returns, RFID-powered information tables, to online fit solutions. AI will become ...

First Aid - UK

"Consumers' lifestyles have returned to normal following the COVID-19 pandemic, resulting in value growth in the first aid category, particularly stemming from the insect repellent segment due to increased travel and hotter local climates. During the income squeeze, value will be sought-after, particularly for basic first aid products. However, quality ...

Fragrances - UK

"Businesses have a lot to think about when it comes to the broad concept of ethical retailing, with issues ranging from sustainability and efforts to counter climate change to social aspects such as equality and diversity. The current cost-of-living crisis has moved these issues down the priority list for many ...

Ethical Retailing - Spain

"Concern for the environment and the cost-of-living squeeze are coming together to boost ethical retailing in Spain although consumers are not keen on paying more for ethical products, challenging brands to provide concrete, quantifiable certification to justify the higher price. There are opportunities for retailers in budget-focused sustainably-driven services like ...

Fashion and Sustainability - Ireland

"The array of sustainable methods, such as pre-loved platforms, rental companies and the vintage revival, have made it possible for consumers to act on their sustainable attitudes in a more cost-effect, waste-reducing way and is likely to soon become a significant challenge to fast fashion brands. The traceability of fashion ...

Fast Fashion - China

"Fast fashion consumption is expected to recover in 2023 as consumers are eager to participate in various outdoor activities, show their personality and taste. Consumers now expect more quality and durable products in a variety of styles from fast fashion. It's high time for fast fashion brands to rekindle consumer ...

Foodservice Coffee and Tea - US

"Elevated foodservice coffee and tea drinks that are not easily replicated at home and that deliver on quality and affordability will encourage patrons to justify AFH experiences as they remain challenged to limit discretionary spending due to inflation. Coffee and tea operators must nail down the basics to continue to ...

Frozen Snacks - US

“The fragrance category continued to see growth in 2023, boosted by inflation and product innovation. The desirability of the category attracts consumers from all genders and generations. However, it will have to adapt to a growing polarisation of consumer tastes as they navigate between low-budget dupes and high-end perfumes. Fragrance ...

Funeral Planning - UK

“With total funeral costs tending to rise above general inflation, prepaid plans can be a shrewd purchase as they lock in today’s prices as well as letting loved ones know of a person’s final wishes. This provides peace of mind for both the consumer and their loved ones, whilst protecting ...

Golf and Golf Tourism - US

“Golf’s popularity had been in decline in the US for the first two decades of the millennium – then came the pandemic and participation spiked. Golf continues to enjoy renewed interest and a broad shift in consumer perceptions. However, continued growth in course play will be challenged by the hectic ...

Hand, Body and Footcare - UK

“Despite the income-squeeze impacting consumer spending power, the hand, body and footcare category is expected to grow in 2023. Consumers value their body skin as much as they do their facial skin and are interested in products to help tackle signs of ageing, blemishes or atopic skin. More innovation in ...

Hispanic Beauty Consumer - US

“Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of ...

Ice Cream - China

“Frozen snacks are evolving quickly into a mealtime solution as snacks and meals blur, with strong consumer interest underwriting this new direction. Versatility is quickly becoming as integral to the category as convenience and ease, which remain foundational.”

Gifting - US

“The increased cost of living is impacting consumers’ purchasing power. They are limiting their discretionary spending and, naturally, gifting is ending up on the chopping block. Consumers are making efforts to spend less on presents and are cautiously choosing the gifting occasions they participate in. Simultaneously, they are looking for ...

Hábitos Culinários - Brazil

“A desaceleração da inflação tem permitido que os consumidores voltem a usar com mais frequência ingredientes que haviam sido cortados da cesta de compras, ainda que continuem buscando economizar. Mesmo com o retorno das atividades presenciais os brasileiros continuam privilegiando o consumo de refeições caseiras, aumentando a demanda por ingredientes ...

Health and Fitness Clubs - UK

“Despite the ongoing cost of living crisis and increases to the price of gym memberships, consumers continue to prioritise services that benefit their health and wellbeing. However, in order to sustain growth, operators need to cater to less affluent and older consumers – both of which offer huge opportunities for ...

House Building - UK

“After a prolonged period of growth, the COVID-19 disruption is now being followed by economic turmoil and the sector is returning to its cyclical roots. The UK continues to have a substantial shortfall of housing, but consumer affordability, availability of land in high demand areas, a highly dysfunctional planning process ...

Laundry and Fabric Care - China

“On-premise ice cream innovations, such as gelato (a special type of ice cream), as well as creative use of regional ingredients, can inspire packaged ice cream products following recovery of outdoor consumption scenarios. In addition, with the evolving behaviour of consuming ice cream throughout the year, developing seasonal products to ...

Leisure Centres and Swimming Pools - UK

“A focus on public health and individual wellbeing can help leisure centres and swimming pools unlock much-needed investment and tap into growing consumer interest in self-care.”

Luxury Retailing - International

“The luxury sector is in a key position to benefit from growing environmental awareness and consumers adopting more conscientious shopping behaviours, such as buying fewer but better quality items and investment pieces. Amid a raft of proposed legislation on sustainability and supply chain transparency in Europe, luxury companies can benefit ...

Marketing to Black Millennials - US

“Black Millennials are at peak adulthood and their perspectives on life reflect such. As Millennials age, they are showing that their needs are similar to that of any adult who is building a career, raising a family, or both. Black Millennials are in need of supports for their respective life ...

Marketing to Young Parents in Lower Tier Cities - China

“Amidst the impact of the COVID-19 pandemic for three consecutive years and the ‘Double Reduction’ policy, there has been a significant shift in the values of young parents in lower tier cities towards family companionship and leisure time. This has led to a change in their parenting mindset, as more ...

Men's Grooming Routines - China

“To retain a place in consumers’ laundry routine among post-pandemic conservatism, laundry and fabric care products need to prioritise ease of use, strong effectiveness and value for money. Thinking from consumers’ perspective, addressing white spaces in benefits (eg odour removal for seniors’ clothing, indoor drying) and solving chaos among product ...

Leisure Outlook - UK

“The summer season offers exciting opportunities for leisure operators. The school holidays, coupled with the popularity of weather dependent activities during this period, leads to increased participation levels across a range of outdoor activities. Theme parks, visitor attractions and music festivals remain popular leisure activities amongst all age groups during ...

Marketing to Asian Moms - US

“Asian moms may seem to have it all: they are on average more affluent, more educated and more likely to be living with a spouse than other moms. At the same time, they are also the most likely to admit they feel overwhelmed with the responsibilities of being a parent ...

Marketing to Gen X - US

“Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

Men's Clothing - US

“The perception that men don’t like to shop for clothes is misguided. A majority of men think it’s fun to shop for clothes. Men are more likely than women to be purposeful about their shopping conquests and seek out direct means to find what they want in the most efficient ...

Menu Insights - Regional Cuisine - China

“Products that can easily uplift appearance or charisma like hairstyling products and perfume still obtained men’s majority affinity while leaving facial skincare products with lower usage penetration and usage frequency. But the continuous market cultivation and accumulated skincare knowledge have gradually allowed them to build up a habit of checking ...

Natural and Organic Shopper - Canada

“Despite 41% of consumers typically purchasing natural and 25% purchasing organic food or beverages, 35% of both natural and organic shoppers actually don’t understand the difference between natural and organic foods. Confusion and skepticism abound. Companies must not only lead with value during tight financial times, but must also help ...

Online Retailing - UK

“The online market is still finding its new equilibrium following the COVID-19 pandemic, but its role in all aspects of browsing and buying behaviour remains significantly heightened. The strong value credentials of the channel mean that it has overall gained in a market where shoppers are looking for value. The ...

Pet Food - China

“The Chinese pet food market is rapidly growing, with opportunities in wet staple food with functional claims and an emphasis on the emotional connection through pet snack interactions. As pets are considered family members, their overall wellbeing and shared life experiences with owners hold significant importance in both product development ...

Pet Insurance - UK

“Pet insurance is returning to a state of normality, after the recent pet boom. The cost of living crises is affecting all households and we are seeing consumers adopting a more sceptical, cautious and informed approach to spending. However, whilst consumers are looking to lower their monthly costs, pet insurance ...

Ready Meals - Brazil

“With intentional spending trend, players need to give more consideration to letting consumers experience what they pay for. Hunan cuisine needs to establish a distinctive Hunan cuisine culture alongside developing signature dishes. Fusion style will provide more room for innovation of regional cuisine in the future, as well as providing ...

Nutrition Knowledge - China

“The era of intentional spending is expected to drive food and drink with health and nutritional positioning towards higher quality, as consumers are forced to reassess their real needs due to reduced discretionary funds. Meanwhile, consumers' desire for healing and slow living during the period of economic recovery will likely ...

Paid Streaming Services: Audio & Video - Canada

“Uncertain financial times and looming recession has hit paid streaming services relatively hard, resulting in policy crackdowns on things like account sharing and ad-support for lower-tier subscriptions as alternate monetization streams. Other challenges face video streaming brands as well, like the SAG-AFTRA strike, which pushes the timeline for new original ...

Pet Food - UK

“The cat/dog food market has seen volumes fall in 2022 and into 2023 as pet ownership has fallen and owners have looked to economise on their pet food spend. Many owners see their recent changes as permanent, dialling up the need for engaging NPD for operators to regain interest ...

Price Comparison Sites in Financial Services - UK

“Comparison websites are a popular and convenient resource for people looking to find the best deal on a range of everyday financial products. However, the leading brands must continually respond to changing customer needs and emerging forms of competition. In the years ahead, we are likely to see a further ...

Refeições Prontas - Brazil

"The diversification of formats is important to meet both new habits, such as working from home, as well as the most varied meal occasions, such as breakfast out of home and special occasions at home, with the aim of winning space in foodservice and delivery services."

Small Kitchen Appliances - China

"With the massive release of demand due to COVID-19 pandemic in the past few years and people's more rational consumption sentiment towards non-necessities, it has become increasingly difficult to drive growth in the ownership of small kitchen appliances. Despite this, consumers still have high expectations for kitchen appliances that provide ...

Sports Among the Youth - China

"In response to the growing consumer trend of more diverse sports interests and active lifestyles, brands are advised to develop tailored products that are both fashionable and functional, and that can cater to the broader needs of sports scenes. Future opportunities are seen in specialized sports goods for segmented trendy ...

Tea and RTD Tea - US

"Tea is naturally among the "original" functional drinks, yet flies a bit under the radar in the broader beverage landscape that is teeming with functional offerings. Yet, younger adults seek many fundamental tea features: flavor variety, BFY benefits and versatility calling for brands to go on the offensive targeting energy ...

Trending Flavors and Ingredients in Desserts and Confections - US

"Despite innovation that has leaned into the whimsical and even outrageous, desserts and confections wild popularity doesn't necessarily require bells and whistles to excite consumers. Simple, well-executed products will always have a place, as do small tweaks to classic options that can maintain familiarity alongside innovation."

低线城市：消费热点研究 - China

"A diversificação de formatos é importante para atender tanto aos novos hábitos, como trabalhar de casa, como também às mais variadas ocasiões de refeição, como por exemplo, café da manhã fora do lar e ocasiões especiais em casa, visando conquistar espaço do foodservice e de serviços de entrega."

Spending Habits in Lower Tier Cities - China

"Under the influence of the overall environment, there has been a shift in mindset among consumers in lower tier cities, with co-existing 'compensation demands' driving spending on self-pleasing, and 'protection demands' prompting investment in the future. There is also a simultaneous focus on the need for real consumer satisfaction offered ...

Supermarkets - China

"Convenient locations and being able to check products on the spot are the primary factors driving consumers to supermarkets. Transforming suburban hypermarkets into small and medium-size supermarkets near residential communities would be a viable strategy for the survival of supermarkets. In the long run, supermarkets need to build their own ...

Term Assurance - UK

"Term assurance sales contracted in 2022, and the outlook remains challenging as the cost of living crisis continues to place pressure on household finances. This makes consumers more focused on immediate financial needs, which take precedence over long-term protection. Nonetheless, consideration of life insurance remains higher than pre-pandemic, and providers ...

Vehicle Assistance and Recovery - UK

"After seeing recovery in 2022, the pressures of the cost of living crisis are expected to slow revenue growth during 2023. While such a development is likely to raise the importance of price amongst some consumers, Mintel's research suggests this is not the most important factor when purchasing. Non-price factors ...

低线城市：针对年轻父母的营销 - China

“整体环境影响下低线城市消费者心态亦有变化，‘补偿需求’带来的悦己消费与‘保障需求’带来的投资未来并存。关注于产品本身的实际消费满足感需求与品牌带来的身份认同感需求亦同在。消费行为逐渐‘收敛’，消费者期待更真诚无套路的消费体验，反感低价噱头。品牌价值依然存在，但需要在对待低线城市消费者时更有诚意。注重官方渠道的维护，可以帮助品牌提供更多互动并促进信赖感的产生。”

冰淇淋 - China

“随着外出消费场景的恢复，Gelato（一种特殊类型冰淇淋）等现制冰淇淋的创新，以及对区域性原料的极富创意地使用，可为包装冰淇淋产品带来启发。此外，随着消费者倾向于全年都食用冰淇淋，开发季节性产品以迎合不同的季节和气候有助于品牌从竞争者中脱颖而出并扩大消费。”

宠物食品 - China

“中国的宠物食品市场正在快速增长，带有功能性宣称的湿主粮具有增长潜力，同时，品牌有机会强调宠物零食在人宠互动之中帮助增进情感联系的作用。鉴于宠物被视为家庭的一员，它们的整体身心健康以及与主人共同的生活经历在产品开发和营销沟通方面都具有重要意义。”

— 高屹，研究分析师

快时尚 - China

随着消费者渴望参加各种外出活动，展示自己的个性和品味，快时尚消费有望在2023年迎来复苏。如今的消费者期待快时尚品牌提供更多品质上乘、经久耐穿且款式多样的产品。快时尚品牌应把握这一契机，通过考究的面料和出色的设计重新点燃消费者的热情。

“在连续三年的疫情影响和“双减”政策背景下，低线城市年轻家长对于家庭陪伴和休闲时光的价值观发生了显著转变。这也带来了他们育儿观念的转变，越来越多的家长开始积极探索“自由放养式”育儿，将独立自主能力和情商培养作为关键目标。不同于一线、二线城市，数字化教育能够突破时空限制、提供更广阔的教育资源，因此更受低线城市年轻家长的青睐。品牌在面对低线城市家长育儿风格和教育方式的双重变化时，需要灵活地平衡他们对精细化、便捷化育儿的需求，在休闲娱乐方面巧用多元IP打造融合知识性、趣味性和互动性的体验营销，让品牌陪伴低线城市家长和孩子共同成长。”

— 甘倩，高级研究分析师

厨房小家电 - China

“随着过去几年疫情带来的需求大规模释放，以及人们对非必需品更趋理性的消费心理，进一步提升厨房小家电的渗透率将愈发困难。尽管如此，消费者仍然对能够提供便利和改善生活质量的厨房电器抱有很高的期待。品牌可以利用卓越的服务来带动新兴高端小厨电的购买，通过探索多样化的使用场景来拓宽客户群，并利用潮流小厨电挖掘低线城市的市场潜力，以在竞争激烈的红海市场中保持增长。”

—— 姚姣妍，研究分析师

报告关键议题

年轻人的运动 - China

“消费者的运动兴趣趋于多元化且追求更活力的生活方式，为顺应这一日益突出的趋势，英敏特建议品牌开发兼具时尚性与功能性、且能够迎合更多运动场景需求的产品。未来的机遇蕴藏在面向骑行/滑雪等细分潮流运动的专业体育用品赛道，以及运用体感和VR技术的虚拟体育领域。此外，热情体育粉丝的巨大商业潜力有待进一步挖掘，尤其是30-39岁的女性以及网球、赛车和高尔夫等富人运动的爱好者。为了保持潮流运动的长期参与率，品牌也需通过综合性线下体育活动持续提升消费者的参与程度，将潮流、社交和娱乐属性融为一体从而更好地吸引年轻消费者。”

— 刘倩雯，高级研究分析师

男性美容护理流程 - China

“能轻易提升颜值或个人魅力的产品仍然深受男性消费者的青睐，如头发造型产品和香水，而面部护肤品的使用渗透率和使用频率较低。但经过不断的市场教育，并且积累了一定的护肤知识后，男性开始逐渐养成查看成分和购买高功效产品的习惯。因此，他们愿意与配偶分享使用护肤品，并偏好男性特质较弱的品牌。这些事实表明，男性需求分散化，消费者倾向于选择可选产品组合及针对不同

菜单洞察——区域美食 - China

“在审慎消费趋势之下，餐饮经营者需要更多地考虑如何让消费者享受物有所值的美食体验。湘菜需要打造独特的湘菜文化，同时开发特色招牌菜。未来，融合风格将为区域美食提供更广阔的创新空间，也将为消费者带来更多令人惊喜的纵享体验。”

—彭袁君，高级研究分析师

衣物洗护用品 - China

“后疫情时代，消费者普遍持有保守的消费态度。为了在其洗衣流程中继续保有一席之地，衣物洗护产品务必优先发展便于使用、高效能和高性价比的产品特征。从消费者的角度来看，瞄准功效方面的市场空白（如针对老年人衣物和室内晾晒场景的祛味功能）以及协调产品香味类型是在激烈的市场竞争中赢得消费者青睐的切入点。”

—何雨婷，研究分析师

肤质的产品，品牌有必要弱化男士专用的定位，满足男性真正的护肤需求，而不是仅将男性作为单独的群体来对待。”

—柴静彦，高级研究分析师

营养认知 - China

“审慎消费时代预计将促使具健康营养定位的食品饮料往更高品质的方向发展，这是由于可自由支配的资金减少，消费者将会被迫重新评估其真正需求。与此同时，消费者在经济恢复期对“疗愈”“慢生活”的渴望，将可能为那些能帮助大家“慢下来”的健康概念带来发展机会，如中式滋补养生概念。”

—刘文诗，首席研究分析师

超市 - China

“地理位置方便、能够实地查看商品是吸引消费者前往超市购物的首要原因。将郊区大卖场转型为靠近居民区的中小型超市，将是超市生存下去的可行策略。长远来看，超市需要通过差异化的产品种类和更好的店内购物体验来打造自己的特色，从而实现增长。”

—邵娟，品类总监