

**October 2022**

## Activities of Teens and Tweens - Canada

"The pandemic has been particularly hard on Canada's teens and tweens, and mental health has become a top priority for parents, who are having an increasingly hard time accurately gauging the frequency and scale of the digital activities that their children are up to."

– **Michael Lloy, Senior Tech ...**

## Approach to Breakfast - US

"Breakfast at home remains the norm for most consumers, even now that the pandemic has lost much of its grip on consumer behavior. Breakfast is also a matter of routine, but one that most consumers enjoy. The biggest opportunities for retailers and marketers may lie in helping consumers modify their ...

## Attitudes towards Street Fashion - China

"China's street fashion market has rapidly expanded among young consumers in recent years and has been recognised by mainstream consumption power. But people's perceptions of street fashion are still shaped more by the exterior design than the spiritual value it represents. Conveying brand philosophy and values to people and converting ...

## Baby Food and Drink - US

"Despite higher prices and the decade-long slowdown in birthrates, the market for baby/toddler food and drink grew 10.6%, fueled largely by inflation and stockpiling in response to the formula shortage. Going forward, category growth will require continued attention to nutritional and functional demands in cognition, digestion and immunity ...

## Bodycare - China

"Consumers are now paying more attention to taking care of their body skin; apart from the basic moisturisation and hydration needs, advanced skincare benefits such as anti-ageing and dealing with sensitive

## Airlines - UK

"Although confidence in air travel should continue to improve following more than two years of disruption, the pressure on household finances will put both consumers' and corporate travel budgets under pressure. Seen as less discretionary, the volume of VFR flights is expected to be more resilient during the current cost ...

## Attitudes towards Healthy Eating - Ireland

"In a post-pandemic era, consumers are increasingly seeking out ways to become healthier and support different aspects of their health, and companies/brands are producing a range of food and drink that cater to this health trend, including healthier alternatives and functional products. Amidst this proactive health trend, it is ...

## Automotive Retailing - Ireland

"The onset of the cost-of-living crisis has done little to help the automotive retailing sector recover from COVID-19, with consumers attempting to drive less to avoid fuel spending. However, the crisis has seen consumers show greater interest in electric vehicles."

– **Brian O'Connor, Senior Consumer Analyst**

## Bakery - Brazil

"Amidst health concerns and an economic crisis, Brazilian consumers have adapted their consumption of baked goods. However, the strong cultural connection to the category makes them favor taste and consume baked products as a treat."

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

## Books and E-books - UK

"While the pandemic instilled or revived a lasting love of reading for some, others have abandoned their pandemic reading habits. Social media has proven it can drive the physical books market, rather than competing

skin conditions have also seen rising interest. Bodycare is also closely associated with general wellbeing both physically and mentally ...

## Bottled Water - China

“Less on-the-go consumption occasions, due to the uncertainty of COVID, poses a threat to the bottled water market. Flavoured water and sparkling water have witnessed increased popularity. In the future, products for segmented occasions and consumers will be the innovation direction. Good-looking packaging can help add value as well as ...

## Bridging Loans - UK

“With a recession likely, it is expected that more borrowers, developers and businesses alike, will turn to bridging to provide them with the means to still be able to complete projects and to maintain cash flow levels. Bridging lenders must ensure that borrowers have sufficient exit routes if they do ...

## Car Aftermarket - China

“The steady expansion of China’s car aftermarket has been driven by the growth in car ownership and the increased cost per repair and maintenance of high-priced cars. In comparison to the past, efficiency and flexibility of service are now becoming the new focus in aftersales service. Given the opaque prices ...

## Consumer Attitudes towards Debt and Credit - UK

“Consumer credit will continue growth in 2022 as the cost of living crisis drives demand for revolving credit. As the pressure on household finances increases and consumer confidence remains low, a growing proportion of consumers will be wary about their use of credit, especially for discretionary purchases. Others will turn ...

## Creditor and Travel Insurance - Canada

“Human channels of distribution remain the most preferred method of purchase for both creditor and

with it, and this is likely to continue with the experiential and immersive nature of the ...

## Brand Overview: Retail - UK

“The current cost of living crisis has caused a shift in consumer attitude towards the retail industry, with bigger focus being put on value. This means that retailers will need to highlight their efforts to making products worth consumers’ money. Although consumers are becoming more mindful of expenditure, convenience is ...

## Buy Now, Pay Later Financing - UK

“The buy now, pay later financing market has grown substantially, especially since the onset of the pandemic and the growth in online shopping. The market offers a consumer-centric and flexible alternative way to shop. The cost of living crisis and growing pressure on household finances will open up the benefits ...

## Coffee and Tea Tracker - US

“Coffee and tea has seen continued growth, both at and away-from-home. While increased consumer concern with high prices is more likely to affect specialty beverages and additives, the functional benefits of coffee and tea and their inclusion in daily routines ensures category growth. Brands and operators should focus on the ...

## Cooking in America - US

“While the number of home cooks is higher than it’s been in recent years, interest in cooking has hit a low. Consumers emerged from pandemic restriction enthusiastic about dining out. However, 2022 quickly ushered in a new limitation: inflation, which is forcing many back into the kitchen for cost savings ...

## DIY Auto Maintenance - US

“Current economic conditions and industry factors are driving consumers to be more interested in taking on DIY auto projects. This is likely a result of consumers

travel insurance. While both are considered valuable products to have, they have attracted their share of criticism with respect to payouts and also product suitability in the case of creditor insurance.”

## E-mobility: Electric Bikes and Scooters - UK

“Despite relatively low levels of current usage, there is a widespread public view that e-mobility will play an increasing role in our transport future. Innovation is making e-bikes a more attractive consumer product, which have the potential to draw in new customers outside of the traditional cycling base. The cost-of-living ...

## Evolution of the Customer Service Experience - US

“Two in three consumers think good customer service is rare, which means retailers can really stand out by elevating their service offerings, even if in small increments. The biggest opportunities are to improve digital customer service offerings and to turn the tide from reactive to proactive, whereby sales associates initiate ...

## Gen Z Online Shopping Habits - US

“Gen Zs have unique interests, behaviors and expectations when they shop. Brands and retailers looking to target and appeal to them will want to tailor shopping experiences and product offerings to meet their needs and preferences. Moving forward, the various forms of value and technology that enhances and makes shopping ...

## Healthy Eating Trends - Brazil

“Price, lack of options when dining out, and social occasions are the main reasons consumers diverge from healthy eating habits. In this context, the category has the challenge of offering more diverse, inclusive and convenient options. While weight concerns remain important, they are giving way to worries about mental and ...

## Hispanics and Personal Care - US

keeping their cars longer and in an effort to save money on professional services. Moving forward, brands and retailers must ensure they are continuing ...

## European Retail Handbook - Europe

In 2021, the combined value of retail sales for the 30 major economies in Europe exceeded €4,028 billion. Germany remains the largest retail market in 2021, followed by the UK and France. When it comes to retail sales per capita, however, Switzerland continues to lead, followed by Norway and ...

## Functional Drinks - China

“Managing consumers’ expectations regarding the efficacy of functional drinks is the key to product innovation and communication. Well-known TCM ingredients can win consumers’ affinity and benefit the establishment of long-term consumption habits by incorporating functional drinks into health management routines. The new product development focus needs to shift to holistic ...

## Grocery Retailing - Canada

“Grocery retailing is evolving; inflation is causing consumers to change behaviours, online channels offer new ways of shopping and competition is tightening.

Yet, the fundamentals of the industry are consistent. Value, quality, convenience and in-person shopping remain paramount. For as dynamic as this industry can be, consumers ultimately want consistency ...

## Healthy Lifestyles - US

“Consumers are embracing holistic health, prioritizing actions that address both their mental and physical health needs. Healthy lifestyle behaviors traditionally reserved for physical benefits are now being used to boost mental health, underscoring the recognition that health is interconnected.

## Home Laundry Products - US

"The BPC category sees participation from virtually all Hispanic shoppers. Consumers want products that easily fit into their routines; however, economic uncertainty means that consumers will likely be taking a less-is-more approach, streamlining their routines and products usage. While engagement is high, there is a clear perception that more work ...

## Household Surface Cleaners - US

"Consumers are consistent in their cleaning routine and category engagement, which results in habit-based purchasing – and little movement in household surface cleaner sales from year to year. Brands that can deliver a balance between sustainability and germ management, while creating a more enjoyable cleaning experience, will find the most ...

## Kitchens and Kitchen Furniture - UK

"The cost of living crisis facing many consumers is expected to bring about a further set of challenges to a kitchen market only recently recovered from the pandemic. In particular, a focus on value from buyers can be expected. Adding further to pressures for manufacturers and retailers, online is expected ...

## Marketing to Asian Americans - US

"Asian Americans consider themselves to be practical and value the basics like good prices and reliable product quality when shopping. As this consumer group also highly values the opinions of their social circles, tapping into word-of-mouth buzz is a key factor in product discovery and building trust within this community ...

## Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

## Men's Grooming Routines - China

"Home laundry products represent a market in transition. While this is a category that's historically slow-growing and has low consumer involvement, the last few years have witnessed the trial of new formats and ingredients with the potential to change how consumers think about convenience and sustainability. But maybe more important ...

## Innovations in Insurance - US

"Interest in innovative insurance offerings such as telematics and virtual health care, has gained significant traction since the pandemic, and has risen even further amid the current economic climate. Consumers have become much more comfortable sharing their data for a policy discount, as inflationary pressures and premium hikes continue to ...

## Laundry Detergents, Fabric Conditioners and Fabric Care - UK

"The present cost of living crisis is encouraging consumers to embrace value-driven laundry practices and shopping choices regardless of their financial situation. While this makes it critical for brands to communicate the unique value offered by their offerings to promote brand loyalty, the overlap between emerging money-focused and earth-friendly laundry ...

## Marketing to Men - China

"Men's attitudes towards marriage, family and social roles, lifestyle and personal pursuits have been changing recently, which generates new opportunities for brands. Their increasing involvement in family activities enables brands to explore targeting men's family role. Their desire to 'feel young' could trigger consumption of products offering a physical or ...

## Marketing to Young Parents in Lower Tier Cities - China

"Young parents in lower tier cities are increasingly embracing modernised ways of parenting, and expect to gain inspirations on parenting methods and activities through a variety of channels, to create an unregrettable childhood for their kids. However, compared with their counterparts in tier 1 and tier 2 cities, they still ...

## Men's Health - UK

“With Awakening Apprentices being the connection between Self-image Indifferents and Image Management Veterans (consumer segments identified in this Report), brands could approach men in the BPC world following a progressive way and enhance their sophistication step by step. On top of efficacy, emotional benefits could be the key to further ...

## Men's Personal Care - US

“After the men’s category experienced a decline in 2020 due to the COVID-19 pandemic, retail sales are expected to see significant growth in 2022, an almost 20% increase since 2020. While some of this can be attributed to a rebalance in the market and the functional nature of the category ...

## Natural and Organic Food Shopper - US

"Natural and organic brands’ uphill battle in justifying their products’ prices has only gotten steeper as inflation’s record grip heightens sensitivity to sticker shock and scrutiny toward all products’ value. Walking the walk has never been more important for natural and organic brands’ survival; done well, they can position themselves ...

## October UK Retail Briefing - UK

"Some 80% of sales within the online channel come from non-food products, and a vast majority of this is discretionary demand. As such the online channel could be significantly exposed to the cost-of-living crisis, and consumers cutting back on retail spend. However, the channel is also one with strong value ...

## Panificação - Brazil

“Em meio a preocupações com a saúde e a crise econômica, o consumidor brasileiro busca adaptar seus hábitos de consumo de produtos panificados. Porém a forte conexão cultural com a categoria os leva a privilegiar o sabor e a buscar a categoria quando desejam um lanche especial.”

– Laura ...

“Rapidly rising inflation and the effect it is having on household finances will have unavoidable implications for men’s health. Financial concerns will be exacerbated, putting many under increased stress, while the focus on price will mean some consumers have to opt for cheaper, and typically less healthy, choices.

Although it ...

## Mobile Gaming - UK

“Major gaming brands are targeting the mobile format for prestige releases and technology manufacturers are pushing new hardware solutions for an optimised mobile gaming experience. Despite a slight slowdown in revenues in the past year, mobile gaming is still an entertainment powerhouse that brands need to prioritise to connect with ...

## October European Retail Briefing - Europe

"While the cost of living crisis will lead some consumers to prioritise price over the environment, we have already seen a big shift in the way people consume fashion as a result of COVID-19 and lifestyle changes. As consumers look to navigate inflationary pressures, they are looking to save money ...

## Online Retailing: Delivery, Collection and Returns - UK

“The online channel has a strong value perception, which will continue to drive demand even though a majority of demand within the sector is discretionary. However, with consumers naturally highlighting price-sensitivity in the short-to-medium term, it is not just product prices that will be under scrutiny but the entire value ...

## Payment Methods - Ireland

“The experience of the pandemic introduced many consumers to newer, innovative, tech-based payment methods, which some would not otherwise have encountered. While old habits die hard, the pandemic was another nail in the coffin for cash and cheques, with contactless and e-payments picking up the slack.”

– Brian O’Connor, Senior ...

## Perceptions of Beauty across Generations - Canada

"Beauty attitudes shift and evolve over time, leading to each generation having a somewhat different relationship with the category. Regardless of age, consumers will feel the sting of inflation and as a result, will be looking at lower-cost options or paring down their repertoires in this discretionary market. The wellness ...

## Pizza Restaurants - US

"Pizza remains top of mind for consumers as a reliable and consistent product that is affordable and customizable. In an uncertain economic climate, however, successfully competing with readily available foodservice options means that pizza operators must reinforce their expertise in delivering on value and convenience and innovate in a way ...

## Renewable Energy - UK

"More ambitious government targets for renewables deployment and proposals to simplify the planning process for many kinds of renewables are boosting investor confidence.

## RTD Alcoholic Beverages - Canada

"COVID-19 was a catalyst for the growth of RTD alcoholic beverages. As the world emerges from the pandemic, will the momentum continue? The outlook is broadly positive based on the variety and convenience RTD alcoholic beverages offer. RTD alcoholic beverages are reflective of a changing alcoholic beverage landscape where consumers ...

## September European Retail Briefing - Europe

"While luxury brands are in a good position to market themselves as the sustainable alternative to high-street retailers due to their investment in sustainable

## Personal Loans - US

"The personal loan market is on the precipice of burgeoning consumer consideration with rising inflation and interest rates driving debt levels higher and necessitating solutions to managing regular expenses and existing debt."

- Patrick Rahlfs, Senior Research Analyst

**This Report looks at the following areas**

## Processed Poultry and Red Meat Main Meal Components - UK

"Although the income squeeze will prompt trading down in the market, against a strong 2021 and given trading down within the market, sales will fall in 2022. Calling out how to use processed meat in place of unprocessed meat cuts will chime. Meat reduction poses a long-term threat, but interest ...

## Restaurant Breakfast and Brunch Trends - US

"In a time when value has heightened importance, the relative affordability of many breakfast and brunch options makes the daypart a solid place to drive traffic. While menu diversity can be a call to action that differentiates between operators, incentives in loyalty programs not only inspire occasions, but also secure ...

## Security Equipment, Access Control and CCTV - UK

"Technological innovation promoting simplicity through providing interoperable products strategically catered to act as solutions to the COVID-19 pandemic has shielded and, in some cases, fostered growth within the industry. Refining and controlling interoperability will further safeguard demand, despite future threats from inflation and a potential recession, as businesses look to ...

## Short-haul Holidays - UK

"The removal of all international travel restrictions in Q1 2022 led to a surge in demand for short-haul holidays, with Mintel estimating the market will recover to 96% of its pre-pandemic value and 80% of its volume in 2022.



production methods and the typically higher quality and durability of their products meaning they will last longer and reduce overconsumption, only 9% of consumers chose to ...

## Small Kitchen Appliances - China

“Though the overall small kitchen appliance market is under pressure, appliances apt for a healthy and convenient diet, such as automatic cooking machines and air fryers, see greater growth potential. The family-cooking scenarios (eg cooking as a parent-children activity and appliances as educational tools) help uncover new territory for small ...

## Speakers, Audio Systems & Devices - US

“Spending on audio devices experienced significant growth but faces headwinds. Pandemic lifestyle disruption and economic stimulus drove demand as consumers rushed to upgrade their home living spaces to enjoy at-home entertainment. Now, facing slack from the pulled-forward demand, rising prices and a possible economic slowdown, brands will have to differentiate ...

## Still, Sparkling and Fortified Wine - UK

“The cost-of-living crisis has driven down sales of wine in 2022, reflecting its discretionary nature and high price. ‘Switch and Save’ suggestions should help retailers to appeal as a good value place to buy wine. Marketing messages portraying wine as enhancing low-key at-home occasions will help brands to drive purchase ...

## Subscription Services - US

“Subscription service participation accelerated throughout the pandemic as consumers turned to subscriptions for convenient bulk-buying and enjoyment at home. In 2022, the market is saturated with options while consumers are scaling back spending due to inflation. To keep up momentum and stave off cancellations, brands must strengthen the overall value ...

## Suncare - China

However, rising holiday prices, inflationary headwinds and widespread disruption have halted ...

## Social Media: News - UK

“People expect social media platforms to take action to tackle misinformation. Most social media users think it is the responsibility of social media platforms to remove misinformation and to ban those who repeatedly post fake news. Successfully identifying or removing misinformation is easier said than done though, and more platforms ...

## Sports Participation - UK

“Sports participants are determined to maintain their activity in the face of the cost-of-living crisis but many will have to make compromises and consider trading-down options to do so.”

## Streaming Audio - US

“Listeners keep tuning in to streaming audio, particularly now that the term ‘tuning in’ itself is becoming less and less relevant. Streaming audio services have grown consistently with a few key players dominating the space. Most adults pay for ad-free listening, but there are still key opportunities for brands to ...

## Sugars and Alternative Sweeteners - US

“In a market that has faced volatility, consumers are searching for a sense of certainty when choosing sugar and sweetener products that best fit their needs. As consumers continue to navigate messaging surrounding sugar consumption, brands face the challenge of proving the positives. However, there is opportunity to help consumers ...

## Tendências em Alimentação Saudável - Brazil

“Consumers’ rising awareness of UV protection has sustained the market’s growth for another year. The rising popularity of outdoor activities is generating awareness of UV protection and providing an opportunity and pathway for sunscreen brands to engage with consumers. Meanwhile, the balance of sufficient protection and comfortable skin remain a ...

## The Fitness Consumer - China

“Home fitness is not an extension of gym training. Doing exercise at home is nothing different from the typical relaxing, chilled and entertaining leisure activities at home, such as listening to music and watching variety shows. Home fitness encourages more people to pick up the exercising habit given that it ...

## Traditional Toys and Games - US

“Toys and games remind adults of their own childhoods, likely times when they had a lot less stress on their minds. This might be a year of big spending in less than exciting ways, but, naturally, parents want to provide those fun carefree times for their own children in the ...

## Vitamins, Minerals and Supplements - US

“The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

## Work and Travel - US

“Calling someone a ‘business traveler’ is telling only part of the story. People traveling for business are increasingly infusing leisure into their trips. Moreover, many are auditioning their business destinations for potential future vacations. Striking the balance of accommodating a traveler’s business needs while appealing to leisure travelers is one ...

“Preço, falta de opções acessíveis fora de casa e ocasiões sociais são mencionadas como os grandes motivadores que levam os consumidores a não se alimentarem de maneira saudável. Nesse cenário, a categoria tem o desafio de oferecer opções mais diversificadas, inclusivas e convenientes que vão além das calorias. Enquanto a ...

## The Holistic Beauty Consumer - US

“COVID-19 has driven the concept of holistic health to new levels with a focus on total wellbeing. As a result, more consumers are striving to incorporate better lifestyle habits (eg maintaining healthy diet and/or sleep schedule) to support their overall health, wellness and even beauty goals. Some consumers are ...

## Trending Flavors and Ingredients in Dairy - US

“Dairy is a kitchen mainstay being called upon again to help consumers during an inflation-induced return to home kitchens. Despite price increases that outpace other categories, the omnipresence and relative affordability of dairy categories secures their central place on shopping lists. Instead of taking this privileged position for granted, brands ...

## Wine - US

“Following a prolonged period of drinking in, consumers are craving more high-energy and social occasions, and wine may be missing the mark. To be the choice in the next iteration of at-home consumption, wine brands should focus on fun over formality, rewiring wines’ associations through new flavors, formats and experiences ...

## 健身人士 - China

“居家健身并不是健身房训练的延伸。在家锻炼与在家听音乐、看综艺等较为放松悠闲的典型休闲娱乐活动没有什么不同。居家健身门槛较低，可鼓励更多人养成运动习惯。然而，居家健身还不是健身消费主要的驱动力。相比功能性价值，可以充当社交货币的产品、服务或活动更能催化购买意愿。”

— 顾菁，品类总监



## 功能性饮料 - China

“管理消费者对功能性饮料功效的期望是产品创新和宣传的关键。知名中药成分能赢得消费者的喜爱，并且可以通过将功能性饮料纳入健康管理流程，帮助消费者养成长期消费习惯。新品研发重点需要转向整体身心健康，引导消费者建立健康的生活方式。”

— 黄梦菲，研究分析师

## 对街头潮流的态度 - China

“近年来，中国的街头时尚市场在年轻消费者中迅速扩张且得到了主流购买力的认可。但人们对街头时尚的认识仍更多地受到外观设计的影响，而非其代表的精神价值。品牌不妨着手向人们传达自身理念和价值观，并将对外观设计感兴趣的消费者转化为认可街头时尚精神内涵的忠实粉丝。”

— 张鹏俊，高级研究分析师

## 瓶装水 - China

“受新冠疫情带来的不确定性影响，出行消费场合的减少威胁着瓶装水市场。调味水和气泡水的人气上升。适用于细分场景和细分消费者的产品将成为未来创新的方向。高颜值包装有助于提高产品的价值并营造仪式感，特别是针对直接饮用的场合。”

— 彭袁君，研究分析师

## 男性美容护理流程 - China

“形象觉醒练习生是形象管理漠视者与形象管理进阶者（本报告定义的消费者细分群体）之间的过渡阶段，品牌通过帮助形象觉醒练习生不断进阶的方式接触美容个护领域的不同男性，并一步步地增进其成熟度。在功效之外，情绪性益处或是在不同维度进一步激活男性市场的关键所在，在不远的将来或能有效推动‘他经济’的发展。”

— 蒋亚利，美容个护品类副总监

## 防晒产品 - China

“由于消费者的防晒意识不断提升，防晒产品市场持续保持正增长。户外活动的走热不仅提高了消费者对防晒的认知度，也为防晒品牌指明了触达消费者的机遇和途径。同

## 厨房小家电 - China

“虽然厨房小家电市场整体承压，但自动烹饪炒菜机、空气炸锅等契合健康和便捷饮食方式的电器表现出较大增长潜力。家庭烹饪场景为厨房小家电开辟了新领域（如烹饪作为一项亲子活动，赋予小家电更多的教育意义）。此外，预加工食品和厨房小家电的组合或可成为吸引年轻消费者的饮食解决方案。”

— 姚槟妍，研究分析师

## 汽车后市场 - China

“汽车保有量和高价位汽车维保单价的增长，推动了中国汽车售后市场规模稳步增长。相较于以往，如今服务效率及灵活性正成为售后服务中新的发力点。在传统汽车后市场价格不透明、操作不规范的大背景下，车主用户愈发倾向于通过线下朋友以及线上评价来了解门店的口碑，以此获得双重保险。不仅如此，年轻的新一代车主更是显现出对养车APP和DIY保养以及改装的兴趣。可以预见在未来几年内，线上和线下服务的融合、消费者端和门店端之间的数据的打通必将成为后市场的大趋势，并带来更多的竞争和变革。”

— 袁淼，研究分析师

## 男士营销 - China

“最近，男性对婚姻、家庭和社会角色、生活方式以及个人追求的态度逐渐改变，为品牌开创了新机遇。由于他们更多地参与到家庭活动中，品牌有机会针对其家庭角色进行探索。男性对‘感觉年轻’的渴望可能驱动他们购买可为其身心注入新活力的产品。他们对私享空间的需求为线上和线下的男性专属场景和未来创新带来了更多机遇。”

## 身体护理用品 - China

“如今，消费者日益重视呵护自己的身体肌肤。除补水保湿等基础需求外，消费者对抗衰老等进阶护肤功效以及解决敏感肌问题的兴趣也在不断上升。身体护理与整体身心健康密切相关，因此，在产品使用方法上进行创新，结合养生保健等解决方案，并提供帮助缓解情绪压力、振奋心情等特质，将能够吸引消费者的注意力。”

— 靳尧婷，高级研究分析师



时，找到足够的防晒效果和舒适肤感之间的平衡点仍是消费者的痛点之一，特别是针对皮肤敏感的消费者，因此品牌可进一步挖掘该需求。”

— 古丹阳，高级研究分析师