

August 2022

55岁以上消费者的科技产品使用习惯 - China

“55岁以上人群对科技产品与服务展现出积极的态度。随着人口愈发老龄化，科技企业在“银发经济”中有着巨大的发展潜力。除了视觉方面的转变之外，在操作流程、个人数据安全和改进用户体验方面的进一步适老化转型将更能引起中老年人的共鸣。此外，像健康管理解决方案等中老年人最看重的领域，也为品牌带来了机遇。”

Athleisure - US

“The athleisure market is seeing significant growth, thanks in part to the pandemic as well as the hybrid working environments consumers now live in. As consumers continue to wear these items for both fitness activities and everyday tasks, there are huge potential opportunities for brands. Moving forward, consumers will want ...

Attitudes towards Personal Data Privacy - China

“As consumers become more privacy-conscious, they also have more expectations and higher requirements for how companies protect their privacy. Companies can view the protection of data privacy as a point of differentiation. Respecting consumers' data privacy may help them gain more trust.”

August European Retail Briefing - Europe

“One of the consequences of the pandemic has been an increased focus among consumers on where products on retailers' shelves are sourced and there is the added dimension of the environmental impact of bringing large amounts of merchandise in from outside the country, something which customers and retailers are becoming ...

Beauty Devices - China

“After a few years' rapid growth, the market has recorded a decrease for the first time, reflecting consumers' reserved attitudes in making large spending and their reluctance in purchasing devices with basic

Adult Social Care - UK

“With the industry only slowly recovering from the effects of the pandemic over the last two years, the additional strain now arising from staff shortages and rising costs, whether via energy prices or the increase to the National Living Wage, has only placed further pressures on adult social care providers ...

Attitudes towards Low- and No-Alcohol Drinks - UK

“The market's overpriced image is curbing growth during the cost-of-living crisis. Developing flavour complexity, for example through aroma and warming ingredients, and exploring added benefits around health and mood will help to boost perceptions of value. Inclusion in lunchtime meal deals will lower the price barrier, boost visibility and unlock ...

Attitudes towards Tech: Gen Z vs Millennials - Canada

“Both Millennials and Gen Z are heavily plugged-in generations, but there are a few differences between them when it comes to their approach to technology. First, it's worth pointing out that while Gen Z are digital natives, most Millennials are not, and this informs the speed at which each generation ...

August UK Retail Briefing - UK

“Over half (51%) of shoppers use a smartphone to buy fashion online, with usage rising among all age groups in the last two years, becoming the favoured method of buying online among Gen Zs and Millennials. These young generations are also more likely to shop via a retailer/brand's app ...

Black Consumers: Beauty Trends - US

“When we think of beauty in its essence we think of sights, smells and tastes that are pleasing to us. When thinking of beauty trends for Black consumers we see

functions such as hydration or cleansing. It is important for device brands to keep exploring ways to persuade ...

Brand Overview: Finance - UK

“Financial services brands will play an increasing role in consumer lifestyles as the cost of living rises, inflation bites and as interest rates continue to creep upwards. Brands with an existing helpful reputation, such as MoneySavingExpert and price comparison sites, have an opportunity to reach new consumers during this period ...

Breakfast Cereals - UK

“The strong perception of breakfast cereals as a good-value breakfast choice will support the market while household incomes are squeezed. Making the contribution to daily nutrient intakes more central to on-pack messaging can help the category tap into the predicted long-term focus on health. Meanwhile, interest in ideas about what ...

Burger and Chicken Restaurants - UK

“Consumer behaviour within the fast food market continues to be polarised, as some associate value with low-cost food, and others associate it with high-quality burgers and chicken. As operators have been forced to pass rising costs on to customers, some brands are premiumising their offer with a range of more ...

CBD in Food and Drink - US

“In an era of high demand for functional foods, the use of CBD in food and drink aligns with current wellness trends. However, questions over efficacy and consistent quality challenge willingness to invest in this relatively new category during times of record high inflation.”

– Fiona O'Donnell, Senior Director ...

Coffee and RTD Coffee - US

“Consumers are looking to cut costs following rising inflation, creating opportunities for coffee brands to capitalize on consumers' decrease in foodservice expenditures. Consumers' investments in their home coffee bars made during the pandemic are paying off as

that their focus it to capture that intrinsic meaning. Black men and women see beauty trends as an opportunity to ...

Brazilian Lifestyles - Brazil

“Eagerly anticipated as a year of post-pandemic recovery, 2022 has been marked by high prices and interest rates, a drop in purchasing power and limited access to a better quality of life for the vast majority of the Brazilians. In this context, most categories must deal with consumers who prioritize ...

British Lifestyles - UK

“British consumers face a squeeze on incomes that is unprecedented in modern times. This is already shaping shopping decisions and wider consumer behaviour, with price coming to the fore and half of consumers saying that they are delaying major purchases and events. Discretionary spending is particularly vulnerable to budget cuts ...

Canadian Lifestyles - Canada

“As the pandemic settles into a more stable situation, Canadians are getting a crash course in macroeconomic fundamentals like inflation, interest rates, supply chains and labour shortages.

Children and Technology - UK

“Parents' concerns over children's screen time and digital stimulus as well as anxieties over the affordability of technology purchases, are mitigated by their understanding of the importance of children being equipped with the digital skills to navigate modern life. In fact, parents are willing to make sacrifices to pay for ...

Colour Cosmetics - UK

“Following COVID-19, women have adopted streamlined makeup routines. However, as social occasions resume and consumers return to offices, occasions for makeup-wearing become more frequent and spend is recovering. While the cost of living crisis might hinder spending, the

consumers increasingly experiment with new coffee drinks within the home, offering growth opportunities ...

Consumer Attitudes towards Luxury - UK

“Consumers are facing extreme rising costs and subsequent squeezes on their wallets. While luxury purchases may seem like the obvious first choice to be cut from consumer spending, research from previous economic downturns, such as the 2008-09 recession, has shown that the luxury market tends to hold up well. This ...

Current Accounts - Ireland

“Even though consumers are broadly satisfied with their existing current account arrangements, the data indicate a fairly high level of intent when it comes to switching. The challenge for traditional, high street providers is to at the very least keep pace with the advanced tech offerings of the digital challenger ...

Deodorants and Body Products - Brazil

“Deodorants and body products are essential items in Brazilian consumers’ routines. In recent years, the search for formulas that offer benefits usually found in facial skincare products has been encouraged largely by consumers’ awareness of skin conditions and desire to take better care of their body skin. At the same ...

Digestive Health - US

“Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays. Consumers seek to treat the underlying causes of digestive issues ...

Dining Out Dayparts - US

“Despite consumer desire for elevated experiences after a period of limitations, value will continue to play a critical role in dining out decisions, and smaller, more affordable options may be the economizing compromise

makeup category will have a role to play in consumers’ lives as ...

Credit Card Benefits - US

“Although credit card rewards often hold the prime real estate of top billing in acquisition marketing, the past couple of years have seen a great deal of innovation in the benefits space, where lifestyle perks are bringing new sources of everyday utility to card products. This influx of credit-based benefits ...

Dark Spirits and Liqueurs - UK

“Dark spirits and liqueurs’ discretionary nature and relatively high price mean that they are likely to lose sales over 2022-23 as a result of pressure on household incomes. Smaller formats, including RTD versions, are among means for brands to support sales even as shoppers economise. Extensions into sweet treats also ...

Desodorantes e Produtos Corporais - Brazil

“Os desodorantes e produtos corporais são produtos essenciais na rotina dos brasileiros. Nos últimos anos a busca por fórmulas que associem benefícios encontrados em produtos faciais tem sido estimulada em grande parte pela consciência dos consumidores em relação às desordens cutâneas e à priorização dos cuidados com a pele do ...

Digital Subscriptions - UK

“Many digital subscribers see their subscriptions as a key part of their life and will be prioritising them over other leisure expenses during the next year. Brands can encourage retention by marketing discounted yearly subscriptions as ‘short-term pain, long-term gain’, enabling people to save money in the long run, while ...

Electric & Hybrid Cars - US

“As automakers across the globe continue to commit to the development and production of electric and hybrid vehicles, consumers are becoming increasingly interested in purchasing these vehicles. Barriers related

that diners opt for, rather than overt attrition. Brand communications should reinforce notions of enjoyment and the ...

Emerging International Cuisine Tracker - US

"International cuisine consumption has declined year over year, as consumer budgetary concerns leave less room for new experiences. In order to capture the largest audience, brands and operators will continue to compete on value. Experiences can feel more exciting and worthwhile if this value is showcased through heritage exploration and ...

Estilo de Vida dos Brasileiros - Brazil

"Aguardado ansiosamente como um ano de retomada pós-pandemia, 2022 vem sendo marcado por altas de preços, juros, queda do poder aquisitivo e diminuição do acesso a uma melhor qualidade de vida para a grande maioria da população brasileira. Diante desse cenário, a maioria das categorias precisa lidar com um consumidor ...

Fashion & Sustainability - UK

"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 ...

Frozen Snacks - US

"The frozen snacks category has grown 52% since 2017, boosted by demand for cost-effective, filling snacks and small meals that are easy to make. Nevertheless, the category does face a lack of identity, as consumers recognize frozen snacks as convenient and flavorful but don't appear to regard them as ...

Hand, Body and Footcare - UK

"The rising cost of living will come to define consumer spending on hand, body and footcare. However, in a

to perceptions and availability will continue to impact consumers, making it important for auto brands and retailers to demonstrate the value ...

Energy Industry - UK

"Consumer interest in energy bills, as a result of rising prices and business failures and their increased awareness of their energy usage offers opportunities for suppliers to more actively engage with customers to help them lower their energy bills and carbon emissions. This includes the rollout of smart meters, installing ...

Evolution in Food and Drink Packaging - Ireland

"The pandemic saw consumers re-evaluate their usage of packaging and attitudes towards it; prioritising health and safety over considerations such as sustainability. However, in 2022, consumers are again putting packaging waste front of mind, and evolving their usage of packaging in step with this."

Fragrances - UK

"Post-pandemic recovery and inflation will support value growth in fragrance in 2022. A reluctance to trade down will support the prestige segment, as many look to treat themselves with affordable luxuries during times of economic uncertainty. A willingness to spend signals opportunity for innovation in personalised fragrance, which is a ...

Future of Money - UK

"Although contactless and mobile payments continue to grow, consumer sentiment towards a cashless society is more negative than positive. There is strong interest in payment innovations amongst younger people, including checkoutless stores and in-app payments through QR codes. Despite the recent market crash, cryptocurrency remains of great interest to many ...

Household Cleaning Equipment - Canada

crowded category where value is defined as more than product cost, brands can propose value with ingredients, wellbeing claims and skin expertise to dissuade trading down and drive usage. In innovation ...

ISAs - UK

“Three quarters of UK savers and investors expect to have less money to put towards their savings and investments due to the rising cost of living. With interest rates now moving upwards, cash ISA providers should take the opportunity to grow their share of retail balances by offering more competitive ...

Leisure Centres and Swimming Pools - UK

“The large majority of leisure centres and swimming pools survived the worst of the COVID-19 pandemic but inflationary pressures and the cost-of-living crisis are now adding to the threat that long-running investment issues pose to the most vulnerable.”

Luxury Goods Retailing - International

“While the luxury goods market is more resilient to inflationary pressures than other sectors, if younger and entry level luxury purchasers are affected disproportionately, this could suppress their spending and impact on market value. Luxury brands will need to promote themselves as a worthwhile investment and as an important way ...

Marketing to Young Travellers - China

“Young consumers aged 18-39 will be the driving force in the recovery of the holiday market – especially the long-haul and outbound – when the pandemic is under control and travel restrictions are relaxed. For the young 18-24s, camping is more of a budget leisure choice to enjoy nature which ...

Natural and Organic Toiletries - UK

“Cleaning equipment is present in virtually every Canadian household, making chores easier and quicker to complete. Consumers rely on a wide range of task-specific equipment and express interest in adding to their repertoires into the future. Brands that are able to showcase how their products will make cleaning faster and ...

Large Kitchen Appliances - China

“Consumers show significant interest in upgrading their kitchens with products that improve their quality of life, such as water purification equipment, integrated cookers and dishwashers. Premiumisation with intelligent features and multi-function integration serves as the primary stimulus to consumers’ demand and market development. However, brands should also pay attention to ...

Leisure Outlook - UK

“Levels of pub visiting are on the rise, having been spurred on by multiple bouts of good weather over the past few months. Although visiting frequency is still not quite back to pre-pandemic levels, consumers are now spending more money when they venture out for a pub meal. Pubs have ...

Marketing to Hispanic Millennials - US

“Even in this current economic environment, Hispanic Millennials are optimistic about their financial futures, reflecting a resilient mindset – though there is a clear focus on establishing a solid financial base. The concept of ‘value’ and associated value propositions are shifting, opening the door for businesses to connect with the ...

Multicultural Young Adult Leisure Trends - US

“Multicultural young adults represent a wide variety of incomes and life stages, but among them there is a desire for connection, relaxation and fun. It may be challenging for brands to overcome some of the homebody inertia of the pandemic, but with the right value proposition, such as the promise ...

New Canadians and Insurance - Canada

"While value sales of organic health and beauty products have continued to rise, inflation and the growing importance of sustainability could threaten demand for natural/organic BPC going forward. As price sensitivities grow, value-focussed NPD can dissuade consumers from moving away from natural/organic BPC. Meanwhile, science will play an ...

Nutrition Knowledge - China

"The newly updated dietary guidelines and ready-to-proliferate industry standards are anticipated to drive food and drink brands and manufacturers to work on developing credible products. Meanwhile, consumers have also developed clearer "likes" towards ingredients that demonstrate clear and specific functions and "dislikes" if the ingredients' functions are vague or not ...

Online Retailing - Europe

"Although shopping habits vary considerably across Europe for a variety of reasons, online shopping continues to gain popularity across the board and has benefitted greatly from the pandemic, engaging more people and forcing retailers to up their game. In Europe, markets such as Germany and the UK are at the ...

Online Retailing - Italy

"The online retailing market surprised many people in 2021 by continuing to record strong growth even after opening restrictions on stores were removed. This growth was driven mainly by higher spending and came despite our consumer research for this report showing many sectors seeing a decline in purchasing penetration compared ...

Online Retailing - UK

"The online market is now in a period of rebalancing, as more store-based shopping comes into the mix, but there is no doubt the channel will receive a legacy boost as a result of the events of 2020 and 2021. The cost-of-living crisis presents both opportunity and threat to the ...

Pet Food - China

"New Canadians are poised to become an ever important growth market for insurers. This means larger insurance companies will have to adopt dedicated newcomer strategies akin to the major banks. New immigrants are also avid users of technology, partly due to their younger demographic profile. This is an excellent opportunity ...

On-premise Restaurant Technology - US

"On-premise technology offers operators and consumers the path to a common goal – a seamless dining experience featuring high quality food. By implementing the right technologies, restaurants can make operations efficient and deliver on consumers' expanded needs for value, convenience, speed while also offering highly personalized experiences that build consumer ...

Online Retailing - France

"The last couple of years have seen the already well-developed French e-commerce market evolve further, with the expansion of marketplaces, growing share of mobile commerce and the development of rapid delivery and new services all driving growth. Amazon is extending its lead, but it faces significant challenges in France and ...

Online Retailing - Spain

"The lifting of COVID-19 restrictions and more people returning to in-store shopping has dented ecommerce growth, but online purchasing still remains above pre-pandemic level and the sector is still outperforming the Spanish retail market as a whole. It is forecast to continue to do so over the coming years, as ...

Package vs Independent Holidays - UK

"Some consumers remain more receptive to the extra protection offered by package holidays, which has resulted in a slight shift towards this booking method. Higher demand for beach holidays and luxury travel also benefits the package holiday segment as these trips account for a larger share of bookings made as ...

Pet Food - US

“Naturalness is one of the leading repurchasing factors but with a specific definition. Pet owners ask not only for all-natural ingredients but also that the food should be part of the animal’s natural diet. Together with food for weight management, these are the most urgent needs for the market to ...

Pet Insurance - UK

“Despite the positive growth in value terms in 2021, the market faces a tricky 2022 as the rising cost of living impacts consumer spending. One in five policyholders are looking to reduce their pet insurance premiums in the next 12 months, with mid-level cover most at risk of being downgraded ...

Plumbing - UK

“COVID-19 strongly disrupted plumbing product markets in the first half of 2020, but there was a strong recovery in the second half of the year that continued into 2021, though with less impact from pent-up demand. The first half of 2022 has held up surprisingly well in the face of ...

Social Media Influencers - US

“Social media influencers are a powerful marketing asset. An endless cycle of ambitious untapped talent is available as more creators share their lives on social media and look to build a following. New tech tools to enhance content along with brands’ marketing investment has helped influencers to maintain followers’ interest ...

Spirits - Ireland

“The COVID-19 pandemic has encouraged Irish consumers to adopt healthier food and drink behaviours and this has resulted in a decline in alcohol consumption and a subsequent increase in interest of low/no-alcohol options. This gives the Irish spirits market the opportunity to reimagine its future with the use of ...

Tea and Other Hot Drinks - UK

“Tea holds a comforting constancy for people. The cost-of-living crisis will boost the appeal of this perception, as

“Inflation is driving sharp increases in pet food dollar sales but isn’t weakening pet owners’ resolve to feed their pets the best. Quality, health and palatability are as important as ever. In addition, a new generation of sustainability-minded owners will demand options that are easier on the planet but still ...

Pet Supplies - US

“As pets continue to be a bigger part of people’s lives, consumers will continue shopping for various pet supplies. This will provide sustained growth to the category despite challenges of inflation and shifts in consumer spending. Moving forward, delivering value, health and wellness will be areas of focus as consumers ...

Senior Lifestyles - US

“Understanding seniors’ priorities is key to connecting with this cohort of consumers. Results show that their top priorities include health, family, and independence. Knowing this, brands can confidently provide products and services that address these desires. For many brands, digital solutions may come to mind. While there is a stereotype ...

Spending Habits in Lower Tier Cities - China

“Consumers in lower tier cities are looking for flexible ways to cope with the economic uncertainty, especially the younger group who are more willing to develop hobbies and seek a second career. In terms of spending, consumers in lower tier cities tend to pursue an ‘exquisite’ lifestyle that is free ...

Sports Betting - US

“Once considered taboo, sports betting is now widely accepted and here to stay. Across the US, sports betting is legal in 37 states and Washington DC – and counting. As consumers are interested in betting across sports, the sports and sports betting industries will continue to look to optimize their ...

Tea and RTD Tea - US

“Tea’s time-honored roles in both the wellness space and many consumer routines secures demand in the

consumers seek out emotional support during stressful times, while cost-saving efforts fuelling at-home occasions should prevent a steeper drop in tea retail sales. Localism and alcohol moderation trends represent potential areas of ...

Technology Habits of Over-55s - China

“Over-55s have shown positive attitudes towards technology products and services. Technology players have great developing potential in the “silver hair economy” with an increasingly ageing population. Besides visual changes, further elderly-oriented transformations in operating procedures, personal data security and user experience improvement can resonate more with seniors. Furthermore, areas most ...

The Gen Z Food Consumer - US

“Gen Zs were forced to come of age in uncertain times, facing pandemic-related disruptions during the final stages of childhood and the first of adulthood, followed by record inflation. Already vulnerable to new financial pressures, Gen Z will remain focused on value. Brands can ease the transition, providing guidance, rewards ...

Theme Park Vacations - US

“As travel continues to recover in 2022, different types of vacations fiercely compete with each other for travelers. The multiday theme park vacation, though far from the first choice for vacationers, is nonetheless poised to recover from the pandemic decline. Theme parks will have to balance improving revenue with the ...

Trending Flavors and Ingredients in Desserts and Confections - US

“Trust, familiarity and nostalgia which anchored strong sales in 2020 are still key assets to dessert and confection manufacturers, as desserts benefit from powerful sensorial associations as well as cultural ones. However, consumers – especially Gen Z and Millennials – are also looking for more flavor innovation, healthfulness, functionality and ...

face of pricing volatility, though inflation’s blanket presence over grocery purchase decisions may amplify – and redirect – consumers’ value appraisals. A category comfortably basking in its health halo, tea and tea drink brands ...

Term Assurance - UK

“After a strong performance in the term assurance market in 2021, future consideration of cover remains higher than before the pandemic. However, the cost of living crisis will have a negative impact on new demand for term assurance policies in 2022. Consumers are reluctant to take out new long-term policy ...

The Natural Household Consumer - US

“As the pandemic began to transition to an endemic and the need to immediately kill germs in the home declined, many analysts predicted a broader adoption of natural/eco-friendly cleaners. But due to historic inflation, consumers prioritized their wallets over their eco values and revenue for the country’s largest natural ...

Thermal Insulation - UK

“The recent buoyancy in thermal insulation demand in the private housing RMI sector is now strongly challenged by the fuel cost inflation pressure. However, soaring energy costs also provide a positive impetus for thermal insulation demand, especially affordable measures such as loft insulation and draught proofing as homeowners look for ...

Video Content Consumption - Canada

“Canada likes consuming video content. While linear TV once reigned supreme, on-demand streaming services now corner the market. When deciding what to subscribe to, Canadians are motivated by two major factors: cost and content. Consumers are drawn to quality content and appreciate the choice of tiered subscription models.”

– ...

Western Spirits - China

“In 2022, market downturn caused by COVID has slowed the growth of Western spirits. However, the development of niche spirits is still significant, thanks to strong purchasing power from younger adults. In uncertain times, brands would need to keep up with changing consumer need and keep drinkers engaged with the ...

Women's Facial Skincare - China

“Facial skincare with high efficacy will play a more central role in women's beauty routines in the post-pandemic era and will likely lead future growth in the beauty industry, given the skinification trend continues impacting adjacent categories and many beauty companies are focusing more on the facial skincare business.

Skin ...

低线城市：消费热点研究 - China

“经济环境的不稳定性让低线城市消费者开始寻求灵活应变的方法，尤其是年轻消费者，他们更愿意培养兴趣爱好及寻求“第二职业”。在消费上，低线城市消费者更加追求自由放松、省心省力的“精致”生活。除了满足实用性的需要，情绪价值也越来越被认同。而其强烈的民族自豪情怀和对科技感的期待，亦为品牌进阶国潮营销提供了创新方向。积极利用经典人文元素，发起共创活动宣扬地方特色文化和打造跨界话题，都可以帮助品牌触及更多低线城市消费者。”

— 甘倩，研究分析师

女士面部护肤品 - China

“在后疫情时代，高功效的面部护肤品将在女性的美容流程中占据更重要的位置，并有可能成为驱动美容行业未来增长的引擎。这是因为相邻品类持续引进“护肤化”概念，同时许多美容企业也更聚焦于面部护肤品业务。鉴于消费者将皮肤屏障受损与各种不同的皮肤问题联系在一起，并认为面部护肤品是首选解决方案，皮肤健康将成为推动面部护肤品进一步增长的强劲动力，皮肤屏障相关的产品定位也有潜力带来可观的投资回报率。然而，近未来，通过保护皮肤微生态以增强皮肤整体免疫力将成为更具吸引力的因素，因此品牌应预先制定方针。”

— 蒋亚利，美容个护品类副总监

对个人数据隐私的态度 - China

Western-style Casual Dining - China

“COVID-19 continues to pose a major threat to the recovery of the Western-style casual dining market. Home delivery services and more flexible store types such as delivery-only windows are crucial to enhance brands' resilience when confronted with unpredictable lockdowns. Brands can go a step further by offering consumers a taste ...

Yogurt and Yogurt Drinks - UK

“Rapidly rising inflation in the yogurt category and the wider cost of living crisis put the leading brands at risk of trading down in 2022 and 2023. The continued interest in health however will drive continued demand in the category, also creating opportunities for operators to drive added value. Keen ...

厨房大家电 - China

“消费者乐于升级厨房，尤其是通过那些可以提升他们生活品质的产品（如净水设备、集成灶和洗碗机）。通过智能化和多功能集成实现高端化，是刺激消费需求和市场发展的主要动力。不过，品牌也应该关注中老年消费者的消费潜力，并重视厨房清洁难题的综合性解决方案所蕴藏的机遇。”

宠物食品 - China

“天然”是主要复购因素之一，但有着具体化的定义。宠物主人不仅寻求全天然的食材，也要求食品是动物饮食天性的一部分。再加上体重管理食品，这些是最迫切的需要市场响应的需求。”

美容仪器 - China

"随着消费者的隐私意识不断增强，他们对企业如何保护他们的隐私抱有更多的期待和更高的要求。企业可将数据隐私保护视为一项差异点。尊重消费者的数据隐私或可有助于企业赢得更多信任。"

营养认知 - China

"新版膳食指南和呼之欲出的大量行业标准预计会促使食品饮料品牌和制造商努力开发值得信赖的产品。与此同时，消费者也明显更青睐功能明确具体的成分，而如果成分功能含糊不清或者缺乏科学依据，消费者更显然会避而远之。未来蕴藏机遇，包括细化维生素的具体健康益处、提升植物蛋白的蛋白质品质以及为草本成分的健康功效提供依据。"

西方烈酒 - China

"2022年，新冠疫情造成的市场低迷使得西方烈酒的增长减缓。然而，小众烈酒仍有显著发展，这得益于年轻人强劲的购买力。在充满不确定的时期，品牌需要跟随变化的消费者需求，并维持酒客与市场的联系。例如，以在家创意调制鸡尾酒点亮居家饮酒场合，以及强调社会责任，增进让消费者感觉良好的因素。"

"在经历了几年的快速增长后，美容仪器市场首次出现下滑，这反映了消费者对大额消费持保留态度，并且不愿意购买仅带有基础功能（如补水保湿或清洁等）的美容仪器。美容仪器品牌需要持续探索如何说服用户继续使用或改善当前用户的美容仪器使用体验，如利用配套护肤品增强功效。"

— 古丹阳，高级研究分析师

西式休闲餐饮店 - China

"新冠疫情持续对西式休闲餐饮市场的复苏构成严重威胁。面对不可预测的封控措施，投资外卖配送服务和开设只提供外卖窗口等更灵活的门店类型是提高品牌韧性的关键。除此之外，品牌可从丰富区域和招牌美食发力，为消费者献上一场舌尖上的旅行。品牌还要提高餐品信息的透明度，迎合消费者对健康饮食潮流不断增长的需求。"

— 黄梦菲，研究分析师

针对年轻人的旅游营销 - China

"在疫情得到控制、旅游限制放宽之后，18-39岁的年轻消费者将成为旅游度假市场复苏的驱动力，尤其是对长途旅游和出境旅游而言。对于18-24岁的年轻消费者，露营是一种可享受大自然的平价休闲选择，不会造成太多的经济负担。具有高端或奢华定位的度假产品可以考虑借力极限运动，因为在消费者看来，极限运动是代表了奢华体验。"