

**May 2022**

## **Alcoholic Drinks Review - UK**

“Alcoholic drinks’ discretionary nature puts them in line for cutbacks in 2022 as inflation accelerates. Further NPD in smaller formats designed to hit a more accessible price point should help brands to maintain sales, also appealing to those moderating alcohol intake for health reasons. Visual effects such as colour-changing can ...

## **Baby Boomers and Health - US**

“Baby Boomers who are faced with looming age-related health concerns have started to redefine what a healthy lifestyle looks like, paying more attention to a broader scope of health concerns beyond physical aches and pains. As many Baby Boomers have adopted the idea of aging in place, they have begun ...

## **Beauty Influencers and Educators - UK**

“An income squeeze will accentuate the role of pre-purchase research, and create opportunities for services that offer advice around value alternatives to prestige products. Trust in sources of beauty/grooming advice is evolving as medical professionals gain a greater voice. Moving forward, the store will remain an important touchpoint, but ...

## **BPC Accessories - US**

“As consumers emerge from the pandemic, they are eager to experiment and have fun with their beauty routine, which is good news for the category, particularly makeup accessories. Still, the highly discretionary nature of the category combined with long purchase cycles and concerns about hygiene and environmental impact remain barriers ...

## **Car Purchasing Process - US**

“Current economic influences and supply chain disruptions have increased barriers for consumers looking to purchase a new or used vehicle. Automotive brands and retailers must cater to consumers’ changing

## **Attitudes towards Prestige BPC Products - China**

“Younger entry in the category becomes prevailing and brands are now required to act fast and dig deeper product offering diversifications and channels strategies to better accommodate younger consumers’ needs on functional benefits and sensorial experience during use. Also lead the conversation and movement in tackling pressing social issues to ...

## **Bakery Houses - China**

“Bakery products are growing in penetration with diversified consumption occasions as a snack or a full meal. Savoury bakery products have shown a strong attraction to consumers, while the current market offering is yet to satisfy consumer needs. Compressed yeast has the potential to be the catalyst to accelerate the ...

## **Beverage Packaging Trends - US**

“Economic anxieties have risen following record inflation, increasing consumer demand for packaging sizes that provide the best value. While value is a top-of-mind concern, brands must also respond to consumers’ interest in sustainability. On-pack claims and text can educate consumers on sustainability topics and help consumers make informed, environmentally friendly ...

## **Car Insurance - Ireland**

“Like many markets, inflation will be a major factor in car insurance in the coming 12-18 months. With household budgets under mounting pressure, consumers will look to reduce their outgoings in any area possible, which likely means more shopping around and a greater willingness to switch.”

– **Brian O’Connor** ...

## **Clean Beauty - Brazil**

“O movimento ‘clean beauty’ vem conquistando os consumidores brasileiros, que demonstram maior consciência em relação ao impacto do seu consumo no meio ambiente, e que também valorizam marcas e

needs and preferences, as well as focus on longer-term efforts for when consumers are ready to return to market. Moving forward ...

## Clean beauty - Brazil

"The clean beauty movement has been conquering Brazilian consumers, as they are more aware of the impact of their consumption on the environment and value brands and products that are consistent with their moral values. In addition to the concepts involving ethics and sustainability, the movement reinforces consumers' search for ...

## Consumption Habits of Alcoholic Drinks - China

"In 2021, out-of-home alcoholic drinks achieved strong market recovery with resumed on-trade services; the in-home sector maintained its growth trajectory with diversified product availability in the market. While Western spirits and RTDs enjoy prosperous market expansion, consumers' passion for wine should not be neglected. Following ever healthier consumption habits, the ...

## Corporate Social Responsibility in Retail - US

"Consumers expect companies to act in ethical ways that support their employees, their local communities, the environment and the greater world at large. Consumers also can't support every company they admire all the time – they too have to make choices. However, consumers are willing to listen, learn and get ...

## Dairy and Dairy Alternative Drinks, Milk and Cream - UK

"At a time when the rapidly rising cost of living is weighing on consumers' minds, milk producers are also facing an uphill battle due to rising costs, these feeding through to sharp rises in retail prices. Looking to the future, sustainability presents the market with both a threat and an ...

## Digital Banking - US

"The pandemic tested FIs' resilience with regards to adapting to heightened consumer demand for digital

produtos condizentes com seus valores morais. Além dos conceitos envolvendo ética e sustentabilidade, o movimento reforça a busca dos consumidores por ...

## Consumer Attitudes towards Cut Flowers and Houseplants - UK

"Purchasing and spending levels in the cut flower and houseplant sector have remained stable in the past 12 months. This is a promising sign that demand is holding up well despite the sector's discretionary nature and one that is particularly susceptible to macroeconomic factors. But financial pressures on consumers' pockets ...

## Convenience Stores - UK

"New technologies, ways of living and government legislation are opening up exciting opportunities for the convenience sector but retailers must adapt quickly to tap into them. A renewed focus on making the experience convenient as well as revamping food-to-go will be top of the agenda, but rising inflation, growing costs ...

## Courier & Express Delivery - UK

"Companies who reconfigured their supply chains after experiencing major disruptions and significant delays in deliveries over the pandemic will be best placed to benefit from new purchasing and delivery habits. More providers will reduce their dependency on overseas suppliers, instead relying on local vendors and inventories, which will strengthen local ...

## Data Centres - UK

"The UK has one of the most developed data centre infrastructures in Europe. The growth in the market has been very strong reflecting the migration of workloads to the cloud and the cloud operators using third party suppliers. COVID-19 accelerated both the digital and cloud trend, so the short-term prospects ...

## Dishwashing Products - UK

"Although household care is largely protected from reduced engagement due to rising costs by its needs-

banking services. Providers emerged stronger on the other side, with adoption surging and satisfaction sitting at healthy levels. While adoption has accelerated, mobile banking is still perceived to be the less secure and inferior channel ...

## DIY Home Improvement Retailing - US

“The pandemic has positively impacted the DIY home improvement category as consumers took on more projects. The connection to the home has strengthened and consumers continue to look for ways to improve their spaces. However, the category will be challenged moving forward due to current economic conditions. Brands and retailers ...

## Exercise and Fitness - Ireland

“Consumers are actively improving their exercise and fitness levels as COVID-19 inspires numerous trends across the Irish market. Consumers turned to exercise as a way to escape the lockdowns and relieve stress, but also for moments of enjoyment, whether it was going for a socially distanced walk or following along ...

## Food Packaging Trends - US

“Shoppers may not always give packaging top-of-mind attention, but they acknowledge the important role packaging plays in sustainability and hold food and drink manufacturers responsible for making environmentally responsible decisions. Packaging can also contribute to preventing food waste, a priority for both retailers and shoppers with economic and environmental implications ...

## Foodservice - Brazil

“Brazil’s foodservice category has been one of the most impacted by the COVID-19 pandemic and now faces the challenges brought by high food prices and low purchasing power. In this context, the category needs to offer a positive experience regardless of the sales channel – delivery, take away, drive-thru or ...

## Gaming Trends 2022 - Canada

“2022 has been an eventful year for gaming so far. The development of ‘live service’-style games permeates all aspects of the industry as brands try to find their own

based status, brands can still prepare themselves for shifts in consumer habits and behaviours around dishwashing. Value will become even more critical, which will encourage many people to shift their spend to discounters, or to ...

## Emerging International Cuisine Tracker - US

“Consumption of international cuisine has remained steady year over year. As inflationary concerns increase, perceptions about the value of dining occasions will evolve. Brands should consider how serving sizes and preparation options can be utilized by both large and small households and operators can look to younger generations when offering ...

## Fintech Challengers - Canada

“The challenge for Fintech upstarts is to convert the greater attitudinal openness of younger consumers to digital banks into meaningful market share. This will be a long journey as the big banks in Canada are well entrenched, so the best bet for Fintech challengers is to target niche markets while ...

## Foodservice - Brazil

“O foodservice foi uma das categorias mais negativamente impactadas durante a pandemia no Brasil e agora sofre com a alta dos preços da alimentação e baixo poder aquisitivo do brasileiro. Neste cenário, a categoria precisa ser capaz de oferecer uma experiência positiva independente do canal de compra, delivery, retirada, drive-thru ...

## Funeral Planning - UK

“Mintel’s research shows there is considerable latent demand for funeral planning among over-45s. If providers could effectively tap into this and engender earlier engagement, the market for prepaid funeral plans has the scope to more than double in size.”

## Gifting in BPC - UK

“The cost of living crisis will see a sharper focus on savvy shopping habits. A desire to stockpile will create demand for perennial presents that are not adorned

‘Fortnite’ or ‘GTA Online’. The launch of Valve’s Steam Deck in February marks one of the most innovative developments in ...

## Hispanics and Media Consumption - US

“Hispanics are avid fans of most types of media. However, sub-segments of this rich and diverse group engage with media in different ways, making it essential to dig deeper. Targeting media buys based on the usage patterns for specific audiences is critical, as is creating content in a mix of ...

## Home Meal Replacement & Grocerants - Canada

“The main benefit that HMR (home meal replacement) offers is ease, particularly during weekday dinners. What would make HMR more appealing to many Canadians, however, is variety with a wider range of cuisines and combos. In this regard, HMR and ‘grocerants’ will continue to be particularly important for grocers serving ...

## Kids' Impact on Household Decisions - US

“These are truly unprecedented times for parents, as they do not have the ability to turn to older friends or relatives for advice about what to do in the face of such uncertainty. Parents are coming away from the pandemic carrying more emotional weight, as their concerns about the negative ...

## Legal Services - UK

“Legal services providers will continue to face competitive pressures, driven by new entrants, alternative providers, rapidly evolving technology, new business models, changing client buying patterns and new ways of working.

With alternative legal services providers, most notably the Big Four, gaining in client favourability, traditional firms need to demonstrate their ...

## Lifestyles of Luxury Car Owners - China

with seasonal imagery. Anxiety triggered by a forecast recession may also help to de-seasonalise the market, particularly if brands can encourage self-gifting ...

## Holidays by Rail - UK

“Consumer interest in overseas rail travel is rising, but growth has been inhibited in the past by lack of product supply. Plans by Spanish rail operator, Renfe, to launch services via the Channel Tunnel could create new competition in the market. A growing number of tour operators are developing rail ...

## Hot and Cold Cereal - US

“2022 growth of the hot and cold cereal category will be predominately driven by higher price points, though performance will be supported by category perceptions of value, convenience and health. Once inflation is rectified, challenges related to progression away from home and foodservice recovery will resume. 2022 presents opportunity for ...

## Lawn and Garden Products - US

The lawn and garden category saw dramatic sales throughout the pandemic, posting growth of 14.6% in 2020 and 10.6% in 2021. Consumers turned to their yards and gardens as a means of safe outdoor activity. But increasingly, this work became an important source of solace during an otherwise ...

## Leisure Outlook - UK

“18-24s are now as likely to take part in competitive socialising activities as they are to go to the pub for drinks, highlighting their desire for new and varied activities that provide a sense of adrenaline but don’t necessarily involve consuming alcohol”.

– Paul Davies, Category Director – Leisure, Travel ...

## Managing Emotional Wellbeing - China

"New entrants have become the main driver of luxury car sales volume growth and have rebuilt the competitive landscape of the luxury car market. All brands are stepping up their efforts on intelligence and electrification. Compared to the past, luxury car owners today are no longer satisfied with comfortable driving ...

## Managing Household Finances - UK

"With unprecedented inflationary pressure and soaring energy bills, managing finances could prove a difficult task for many households. Although many can withstand the rising cost of living in the short term, the key issue will be how long price increases go on. If financial services providers can boost awareness, the ...

## Marketing to Over-55s - China

"Age is just a number, not a definition. Similar to younger consumers today, the older generations are also embracing digital life and keen on exploring new hobbies and engaging in various trendy experiences with regard to fitness, fashion and smart home lives. Also, being aficionados of time-honoured domestic brands, over-55s ...

## May European Retail Briefing - Europe

"The sports goods sector is witnessing heightened awareness about its impact on the climate, and many consumers are looking for ways to reduce their own contribution to this. COVID-19 has acted to accelerate the trend towards sustainability and this could be one of the long-lasting legacies of the pandemic in ...

## Mobile Network Providers - Canada

"Mobile networks are a vital part of Canadians' lives – illustrated by the disruption of a one-day outage. And while the market is competitive, it is very stable with little consumer interest in switching.

Looking ahead, the next step is to tactically drive demand for 5G by illustrating its day-to-day ...

## Mortgages - UK

"Improving sleep is a key opportunity in the managing emotional wellbeing market, as about half of the surveyed consumers have experienced sleep disorder symptoms. Brands may address the lack of transparency and the subjective attitudes towards products/services to win positive feedback. With the continuous COVID impact, consumers may experience ...

## Marketing to Middle and High Income Americans - US

"Middle and High Income Americans expect the best of both worlds as they value high quality products and services offered at reasonable prices. To appeal to Middle and High Income Americans, brands must prove that they are worth the price by offering extra-attentive services both on and offline. In addition ...

## Marketing to Pet Owners - China

"Pet themed engagement has the emotional impact on not only pet owners but almost everyone who likes animals. As a result, a wide range of brands in different categories, including sports, luxury and even car brands, start to explore their opportunities in association or collaboration with pets, especially when targeting ...

## May UK Retail Briefing - UK

"Households have been warned to expect the worst hit to real incomes since comparable records began 30 years ago due to rising inflationary pressures. Significantly, these pressures will affect not all households equally, with particularly lower-income consumers set to disproportionately suffer, further exacerbating the polarisation of demand seen across retail ...

## Mortgage Advice - UK

"After benefiting from a surge in mortgage lending activity in 2021, operating conditions have become more challenging for mortgage advisers in 2022. High inflation is squeezing household incomes and causing lenders to be more cautious about lending. While housing market activity will not be as robust in the near term ...

## Nut-based Spreads and Sweet Spreads - US

“2021 was the strongest year for mortgage lending since the financial crisis, but 2022 is set to be more challenging. The rising cost of living is already feeding through into lower consumer confidence, which will increase reluctance to commit to major financial decisions, including buying or moving a house. Increases ...

## Occupational Health - UK

“With more people now working remotely and without a traditional full-time work location, OH professionals must ensure that they adapt their services to fit these new working trends. Visits to an office or headquarters are no longer as viable as they used to be since fewer employees may be on-site ...

## Plant-based Food - China

“Consumers’ growing preference for localised plant-based meat product indicates that it’s time for plant-based meat to move beyond novel ingredient representing Western dietary culture and to be integrated into local food culture. A look into the senior consumer group places opportunity for plant-based foods to intrigue their needs in healthier ...

## Profiles of the CBD User - US

“While usage of CBD remains steady from 2021-22, the novelty appears to be fading as interest among non-users and amount of usage has declined slightly over the past year. Brands will need to focus on both enticing new users through clear education efforts, as well as on engaging current users ...

## Shaving and Hair Removal Products - US

“With the exception of 2021, the market has experienced sluggish sales since 2017, which can partially be attributed to the highly saturated landscape and value-driven mindset of category shoppers. Although the US is somewhat entering the recovery phase of the COVID-19, most consumers are still taking a relaxed approach to ...

## Smartphones - UK

“While tradition runs strong in the nut-based and sweet spreads market, there is opportunity for growth through expanded uses and occasions past the breakfast occasion and bread application. Leverage the neutral attitudes consumers have towards nut-based and sweet spreads health associations to inspire versatile occasions and applications that will increase ...

## OTC Analgesics, Cough, Cold and Flu Remedies - UK

“The OTC market is on the road to recovery following two difficult years during the COVID-19 pandemic, which impacted value sales of cough, cold and flu remedies. In the coming years, as consumer budgets are stretched by inflation, value shopping will come to define the market. Owing to the non-discretionary ...

## Prepared Meals - Ireland

“Runaway food price inflation and cost-of-living increases are going to have a strong impact on consumers’ usage of prepared meals – seeing fewer consumers splashing out on lunches via foodservice establishments – and creating opportunities for prepared meals – especially those that aim to recreate ‘restaurant experiences’. At the same ...

## Restaurant Marketing Strategies - US

“Word-of-mouth marketing remains the most vital source of restaurant discovery. Still, operators should continue to grow their brands in the digital space as it evolves. Diners want to hear more about establishments regarding topics of food quality, new menu items and loyalty rewards and programs. Operators should focus on relaying ...

## Shopping for the Home - US

“Home décor and furniture have experienced rapid growth in recent years. However, the market is expected to decline due in part to rising prices, supply chain issues and spending shifting away from the home. When shopping the category, consumers will be looking for brands that: offer value in its various ...

## Social Media: Engaging with Brands - UK



"While interest in getting a 5G phone has increased over the past two years, it has not increased as much as it might have. With the early adopters now owning 5G devices, manufacturers will need to persuade everyone else by demonstrating the practical benefits of 5G over 4G in a ...

## Sport and the Media - UK

"Sport remains one of the most important segments of the media market but needs to encourage younger fans to broaden their interest beyond football and boxing and find new ways of monetising the wider engagement of older followers."

## Sports Goods Retailing - France

"The interest in wellness that has emerged from the pandemic has had a positive effect on sports goods retailers in France, but the sector is a discretionary one and the cost of living crisis has the potential to hold back sales. There is a growing interest in how retailers are ...

## Sports Goods Retailing - Spain

"The Spanish sports retail market recovered in 2021 following the COVID-19 pandemic-induced slump in 2020, buoyed by the lifting of restrictions, a rebound in spending and popularity of athleisure. However, with inflation spiralling and the cost of living crisis squeezing discretionary spending the sector needs to brace itself for a ...

## Teen & Tween Gaming - US

"Teens and Tweens love gaming, and they're likely to carry their hobby into adulthood. Young gamers look to gaming as a social opportunity, brands that facilitate that type of play can attract gamers at a young age, potentially finding passionate fans for life."

– **Brian Benway, Gaming and Entertainment ...**

## The Sustainable Consumer - US

"Elon Musk's expected purchase of Twitter is set to shake-up the social media landscape. Musk's goals are to limit Twitter's reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform. The direction Musk appears to want to take Twitter ...

## Sports Goods Retailing - Europe

"The European sports retail market recovered strongly in 2021 across the five leading economies in Europe as it benefitted from fewer restrictions and also investment made in expanding online operations in response to the pandemic store closures. Going forwards, as a discretionary spending area, the cost of living crisis could ...

## Sports Goods Retailing - Italy

"Having survived the significant impact of the COVID-19 pandemic, sports goods retailers saw their sales recover lost ground in 2021 on the back of fewer restrictions on store openings and the investments they had made in their online operations during the outbreak. The new challenges caused by the growing cost ...

## Sports Goods Retailing - UK

"The COVID-19 pandemic gave the sports goods market some much-needed momentum. Innovations such as sustainable sportswear and immersive in-store experiences are catapulting brands and retailers forward, with an increasing interest in health and wellbeing as well as the continuing athleisure trend driving consumers towards these brands. An industry in decline ...

## The Canadian Foodservice Consumer - Canada

"It's been over two years of incredible challenges for the foodservice industry. There is positive momentum and broad usage, but lasting behaviour changes will delay its return to pre-pandemic levels.

Looking ahead, consumers' increased comfort with digital tech opens the door for restaurants to differentiate and improve profitability with streamlined ...

## The Working Life - UK

“Despite a growing need for more sustainable behaviors, US consumers continue to be minimally engaged with living a sustainable lifestyle. Consumers perceive sustainable living to be challenging and often confusion. Brands need to work to better educate consumers on various sustainability concepts in hopes of bridging their knowledge gaps and ...

## Travel Insurance - UK

“The relaxation of international travel restrictions in Q1 2022 is expected to kick-start the recovery of the travel market over the next 12 months and beyond. This will naturally benefit travel insurers, who have suffered from reduced opportunities to sell policies during the pandemic. Single-trip policies are set to drive ...

## Waste Management and Recycling - UK

“An ongoing commitment to a more circular economy, underpinned by major waste reforms, will be central to developments in the waste management market over the coming years. This will drive continued investment in UK recycling capacity and capability, including the development of, and investment in, new technologies for sorting and ...

## What/How America Eats - US

“Two plus years into pandemic disruption, consumers are looking to reclaim pleasure and enjoyment. Food is a natural go-to for this, especially as price hikes temper spend in other categories. While 2022 is shaping up to be a year of some dietary indulgence, consumers continue to count healthy eating as ...

## Womenswear - UK

“As the cost-of-living squeeze bites, women are becoming increasingly value focused when buying womenswear. While this will lead some consumers to prioritise price and trade down, for others it will become about the overall value equation. Fashion retailers will need to focus on promoting overall value by improving the quality ...

## 对高端美容产品的态度 - China

“While the pandemic caused significant disruption to working lives, it also cleared the way for a new working culture to be developed. Workers are no longer prepared to stick to rigid working routines and want to gain a greater sense of control in their lives. Workers are increasingly demanding a ...

## Trending Flavors and Ingredients in Dips and Sauces - US

“Consumer interest and engagement in the dip and sauce category is strong and was heightened by the pandemic. Though an uncertain economy threatens to stunt growth, dips and sauces can be positioned as a relatively inexpensive solution to add quality flavors to everyday dishes.”

## Wellness Travel - US

“Wellness travel benefits from being a part of two popular and in-demand industries: wellness and travel. Though the pandemic was hard on travel, it also shined a brighter light on wellness and laid the groundwork for travel brands to address consumers’ increasing interest in wellness via wellness travel. Expanded ideas ...

## Women's Wellness - US

“The COVID-19 pandemic intensified the spotlight on health and wellness, with women’s wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues.”

- Jennifer White Boehm, Director - US BPCH ...

## World Cuisines - UK

“The world cuisine retail market will benefit from these products offering an affordable alternative to eating out as incomes are squeezed in 2022. Familiar dishes ‘with a twist’ can help lower barriers to trial for less established cuisines, whilst versatile products suitable for meat-containing and meat-free meals can tap into ...

## 情绪健康管理 - China



“由于越来越多年轻消费者开始使用高端护肤品，品牌有必要迅速采取行动，推出更多样化的产品以及采用更多元的渠道策略，以更好地满足该群体对功效和感官体验的追求。此外，品牌也可针对急迫的社会问题发起讨论和举措，借此与消费者建立更坚实的情感联系。得益于新冠疫情，线上渠道进一步蓬勃发展，成为消费者搜集信息和购买产品的枢纽。然而，品牌专柜仍扮演着重要角色。品牌可通过该渠道提供试用产品吸引年轻消费者，以及通过服务和专业咨询赢得成熟女性的青睐。品牌可持续优化其线上和线下渠道的服务和促销策略，为消费者提供更轻松方便的无缝购物体验。”

## 植物基饮食 - China

“消费者越来越喜爱本土化的植物肉制品，表明植物肉是时候超越代表西方饮食文化的新颖食材，融入本土饮食文化。此外，对老年消费群体的探究为植物基食品带来机遇，以激发该群体对更健康的植物蛋白补充剂的需求。”

— 黄梦菲，研究分析师

## 豪车车主的生活方式 - China

“新势力品牌的入局成为了推动豪华车销量增长的主要驱动力，也重洗了豪华车市场的竞争格局。智能化和电动化已成为各品牌竞相发力的焦点。相比过去，新一代豪华车主已不满足于车辆行驶过程中舒适的驾乘体验，而是愈发期待车辆在静止时也能够获得令人满意的、多元化的车内空间的使用。其使用场景，可以包括餐饮娱乐，甚至是阅读办公等场景。而相对小众的、与众不同的感受，例如露营等户外活动的体验，也会是可以打动豪华车主的机会点。”

— 袁淼，研究分析师

## 针对55岁以上人群的营销 - China

“年龄只是数字，而不是定义。与今天的年轻消费者类似，老一辈消费者也在拥抱数字生活，热衷于探索新的爱好，并体验与健身、时尚和智能家居生活相关的各种潮流事物。此外，作为老字号国货品牌的拥趸，55岁以上人群希望以一种文化相连的现代方式来缅怀自己的黄金时期。”

面向中老年消费者的营销远不止于放大字体和在广告中展示中老年人的形象。了解并回应中老年消费者未被满足的社交和娱乐等需求，可以帮助他们改善其身心健康，应对后疫情时期的孤独感和社交隔离。”

“由于约半数的受访者经历过睡眠障碍症状，因此提升睡眠是情绪健康管理市场的关键机遇。品牌可解决透明度不足的问题以及改变消费者对产品/服务的主观态度以赢得他们的正面评价。在新冠疫情的持续影响下，消费者可能面对不同程度的心理健康问题。英敏特认为，品牌可通过营销信息回应目标消费群体（如三世同堂家庭、应届毕业生和中老年消费者）的特定需求，进而建立正面的品牌认知度。”

— 侯彦，高级研究分析师

## 烘焙店 - China

“烘焙产品的渗透率不断增长，其食用场景也更趋多样化，涵盖了零食和正餐。虽然咸味烘焙产品释放强大的吸引力，但目前市场上的产品尚未能满足消费者的需求。鲜酵母具有潜力成为加速推动产品革新的催化剂，品牌可借此改良产品口味并添加更多健康益处。与此同时，品牌可向消费者推介“手工面包”的概念以提升中国市场上新鲜手工烘焙产品的价值。”

— 高屹，研究分析师

## 酒精饮料消费习惯 - China

“2021年，即饮渠道恢复服务，餐饮娱乐渠道饮用的酒类市场强劲复苏；居家饮用的酒类市场保持增势，市场中产品多种多样。虽然西方烈酒和预调酒精饮料市场繁荣扩张，但消费者对葡萄酒的热情不容忽视。酒类行业追随越来越健康的饮用习惯，争相提供‘轻盈版’饮料。意识到消费者对产品‘功能添加’的呼声同样重要，这也符合消费者对健康的追求。”

— 张辰钰，高级研究分析师

## 针对宠物主人的营销 - China

“以宠物为主题的宣传活动不仅对宠物主人，而且对几乎所有喜欢动物的人都有情感影响。因此，各行各业的众多品牌，包括运动品牌、奢侈品牌甚至汽车品牌，都纷纷开始发掘与宠物关联或合作的机会，在针对年轻消费者营销时尤其如此。大多数宠物主人都愿意为有设计感和提供定制的产品和服务买单。展现全方位的理解和体贴入微的专业关怀是让品牌在竞争中脱颖而出的最有效策略之一。”