

May 2021

Ancestry and American Identity - US

“In a time when the United States has possibly never been more divided, one area where the majority of Americans agree is the role of diverse heritage and ancestry in the American identity. Nearly seven in 10 Americans agree that the culture of their heritage has influence on their life ...

Attitudes toward Technology and the Digital World - Brazil

"Brazilians demonstrate a great interest in new technologies and digital solutions, having a positive perception toward the impact of emerging technologies on society. However, the high cost of technological products (mostly imported), the lack of infrastructure and the lack of familiarity and knowledge of how to use these technologies are ...

Attitudes towards Private Label Food - UK

“A savvy shopping mentality is firmly ingrained among British consumers when it comes to their grocery purchases. Private label has become intrinsically linked with this; 56% of branded/own-label buyers say that buying own-label makes them feel like a savvy shopper. This bodes well for the continuing relevance of private ...

Bakery Houses - China

“The battlefield for fresh bakeries has expanded since COVID-19 has shifted consumers to the O2O retailers that are able to offer fresh and quality packaged bakery as well. Bakery houses need to leverage the inherent edge in premiumising products with functional ingredients and drive more consumption occasions for meals and ...

Black Consumers: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US

Atitudes em Relação à Tecnologia e ao Mundo Digital - Brazil

“O brasileiro demonstra um grande interesse por novas tecnologias e soluções do universo digital e apresenta, em geral, uma percepção positiva em relação ao impacto de tecnologias emergentes na sociedade. Apesar disso, o alto custo de produtos tecnológicos, em sua grande maioria importados, a falta de infraestrutura e a pouca ...

Attitudes towards Funeral Planning - UK

“While many industries struggled in 2020 due to the COVID-19 outbreak, an early assumption was that the devastatingly high death rate would at least be a boon for the funeral market. In reality, although demand for their service certainly did surge at the peak of the outbreak in April 2020 ...

Baby Food and Drink - UK

“The COVID-19 outbreak hit sales of baby food and drink products by boosting scratch cooking. Shortcut cooking products such as parent/child meal kits and cooking sauces specially formulated for babies/toddlers would help companies to capitalise on this trend, which Mintel expects to continue due to permanent shifts in ...

Bebidas Gaseificadas - Brazil

“A maior preocupação com questões de saúde e a crise econômica que foram impulsionadas pela pandemia de COVID-19 têm levado os brasileiros a reduzir o consumo de bebidas gaseificadas. Para contornar essas barreiras, as marcas podem investir em produtos com mais ingredientes naturais e que tragam benefícios reais para a saúde ...

Black Consumers: Online Shopping Behaviors - US

“Black consumers are not willing to give up the beverages they like. However, they are interested in trying new beverages and new flavors – as long as they come with an element of the familiar (eg flavor blends). Because they are interested in exploring new drinks and are also focused ...

Bottled Water - UK

“Concerns around sustainability gave way to the impact of COVID-19 as the biggest driving force for change in the bottled water market in 2020/21. On-premise sales were hit by the closure of hospitality venues, while the loss of impulse out-of-home occasions took its toll on retail. As restrictions ease ...

Car Insurance - Ireland

“Like most financial products and services, car insurance has been relatively unaffected by the COVID-19 outbreak. While traffic volumes were down in 2020 due to lockdowns and other restrictions, there was continued growth in the number of private licenced cars on the roads both in NI and RoI, generating increased ...

Carbonated Soft Drinks - Ireland

“COVID-19 has taken its toll on the carbonated drinks market – particularly on-trade sales. Recovery is likely to be slowed by continued consumer concern relating to sugar content in drinks and the growing unease Irish consumers have towards single-use plastic.”

– **Brian O'Connor, Senior Consumer Analyst,**
May 2021

Commercial Mortgages - UK

“The commercial mortgages market fared better than anticipated over 2020. Government support schemes helped minimise the impact of the pandemic and enacted policy to help combat it, which prevented a cascade of defaults that could have rocked the sector.

Focus is now shifting towards redevelopment as the boom in online ...

Consumer Attitudes towards Cut Flowers and Houseplants - UK

“Despite historic barriers in economic opportunity and digital access, many Black consumers are eager and enthusiastic online shoppers. Yet, they still do not shop online at rates as high as the population overall, even though the gap is shrinking. In order to gain further traction from this important audience, retailers ...

Breakfast Foods - China

“COVID has hit the breakfast market mostly on out-of-home occasions, but grown in-home consumptions that breed consumers seeking for balanced nutrition and fresh ingredients. The new consumer aspiration of regional taste also puts pressure on product innovation for the out-of-home sector, while in-home market will benefit from quicker, healthier and ...

Carbonated Soft Drinks - Brazil

“Health concerns and the economic recession brought by the COVID-19 pandemic have led Brazilian consumers to reduce CSD consumption. To overcome this barrier, brands and companies could invest in products made with natural ingredients that offer real health and wellbeing benefits, bearing in mind that price is the decisive factor ...

CBD and Health - US

“COVID-19 brought a maelstrom of mental, physical and spiritual health concerns and many consumers turned to CBD to ease their pain, improve their sleep, lessen their anxieties and relieve some of their stress. Unfortunately for consumers, stress and anxiety are not going anywhere even as we enter the next normal ...

Construction - UK

“Construction has a reputation for being highly cyclical and changes in activity tend to exaggerate the wider economic changes in the country. With the unprecedented magnitude of the COVID-19-induced recession, the construction sector has been strongly impacted. However, the recovery from the downturn will be very unusual as a result ...

Consumer Banking Attitudes - Canada

“The past 12 months have continued to be tough for the sector as the UK endured a second and third lockdown. As a result, florists and specialists were forced to close shop during the crucial Christmas period and lose out on store sales for key events like Valentine’s Day, Mother’s ...

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

COVID-19 and Financial Services: A Year on - UK

“COVID-19 has defined the financial services industry over the last year and its repercussions will shape developments in many markets in the years to come. While most consumers’ finances have remained relatively healthy and opportunities to spend have been heavily reduced, savings have soared. However, lending – particularly in consumer ...

COVID-19 and Media and In-home Entertainment: A Year On - UK

“There have been mixed fortunes for media markets since the outbreak of COVID-19, with some performing strongly, such as music and video subscriptions, while others, like print newspapers and magazines, have struggled. One overall long-term impact across markets is likely to be the increased importance of digital subscriptions.”

Data Centres - UK

“Data centres are at the very heart of the evolving IT landscape. COVID-19 has dramatically impacted traditional working practices and organisations of all sizes have been turning to modern IT solutions to keep their operations running, their teams connected and their costs under control. Additional services and enhanced hybrid cloud ...

Dishwashing Products - UK

“Foot traffic in branches has fallen due to COVID-19 related safety concerns and this will lead to optimization in branch networks and a shift to a more advice centred branch format. But branches themselves will remain an important marketing space as they offer a sense of stability and reliability to ...

COVID-19 and BPC: A Year On - UK

“COVID-19 has created unprecedented challenges for the UK BPC market, driving a significant decline in spending on both BPC products and professional services. Whilst spend will recover as restrictions are eased, there will be a lasting impact as consumers prioritise value and favour low-maintenance routines. However, as consumers invest in ...

COVID-19 and Food & Drink: A Year On - UK

“Despite the inevitable fall of retail food and drink sales from their 2020 peak, pandemic-related factors, especially the new era of remote working, will keep these elevated above their pre-COVID levels. The ongoing revival of scratch cooking/baking and the shift towards shared household meals, as well as the accelerated ...

Customer Service Preferences in Financial Services - UK

“The pandemic has accelerated the shift towards digital channels across the financial services sector. This offers cost-effective opportunities to expand the scope and reach of online customer service, but it also increases the relative value of human interactions. Knowledgeable staff remains the main priority in customer service, and consumers prefer ...

Digital Trends Quarterly - UK

“Taking into account the increase in savings over the last year, the conditions look promising for products at the premium end of the spectrum to gain traction. Whereas people buying devices over the last year may have erred on the side of caution in light of the economic uncertainty, affluent ...

DIY Retailing - Europe

“While COVID-19 led to unprecedented sales of dishwashing products, the market will stabilise once the anxiety around the virus diminishes. However, more frequent home working and enhanced home cooking habits will keep the market more buoyant than before the pandemic. Brands should use sustainability, like biodegradability, and format-led innovations, such ...

DIY Retailing - France

“The French DIY market experienced a pivotal year in 2020, with the various confinements accelerating existing trends, which offer many long-term growth opportunities for retailers of DIY and home improvement products. Online sales have grown significantly, especially at the store-based specialists, and many new customers have been recruited, particularly younger ...

DIY Retailing - Spain

“As a result of the enforced home confinement for much of the year because of the pandemic, the home sector was one of very few areas to see a strong performance in 2020. Leroy Merlin is the largest and one of the most successful DIY retailers in Spain and it ...

Energy Drinks - US

“The energy drink market thrived in 2020 despite the drop in c-store traffic, as consumers relied on energy drinks to help them overcome challenges brought on by the pandemic. Consumers’ energy needs will remain elevated even as the pandemic fades, as many consumers continue to face increased workloads, more consumers ...

Exercise Trends - UK

“Moving forward, fitness operators will need to adhere to consumers’ demand for a more holistic approach to fitness, for instance by incorporating reward schemes to their digital offerings and tailoring their products to include diet plans. In order to appeal to consumers’ changing fitness priorities, brands must maximise use of ...

Family Holidays - China

“The DIY markets across the leading European countries vary a great deal, due in part to differences in home ownership levels and the development of housing prices. As a result of the home confinement for much of the year because of the pandemic, the home goods category has been one ...

DIY Retailing - Italy

“The COVID-19 pandemic has served to accelerate the process of structural change in the Italian DIY retailing sector. We’ve seen substantial growth in online sales, although not as much as in some non-essential retail sectors, due to the fact that DIY retailers were classed as essential during lockdown and were ...

DIY Retailing - UK

“The DIY market saw double-digit growth, both in total expenditure (16.5%) and at specialists (14.9%), amid disruption in 2020. Ultimately, it proved one of the best-performing non-essential retail markets, as it was elevated by extended periods inside and the rise in flexible living. The changes of the past ...

European Retail Briefing - Europe

“In-store shopping is likely to remain a concern for many making it crucial for retailers and brands to sell online. Overall, the pandemic has reinforced consumers’ tendency to limit time spent in shops. Retailers must look to reassure customers with the measures they are taking in this area, whether at ...

Facial Masks - China

“The facial mask category is entering a more moderate growth stage with penetration levels continued saturating in 2020, as a result of the breakout of COVID-19. Sheet masks were a favourite for consumers because of their convenience in the past, but now along with consumers’ interests in trading up to ...

Fast Fashion - China

“The family holiday segment is not low-hanging fruit because market competition is escalating. Harvesting growth in this segment calls for a more sophisticated marketing mix design. Family bonding and relaxation will be key motivators for family holidaymakers. Interactive learning activities will evolve into a new and important element when developing ...

Functional Beverages - Canada

“Many Canadians are focusing more on their physical and emotional wellbeing because of the pandemic. This added focus will only accelerate demand for functional beverages with added health benefits. That said, half of Canadians express skepticism or outright concern over potential adverse health effects. Transparency and education around the active ...

Grains and Rice - US

“Purchase of rice and grains is nearly universal, and its best assets, versatility and value came in especially handy in 2020. While grains and rice may be saddled with a less-than-exciting reputation, they proved to be both a pantry staple and fundamental part of meal time. Going forward, brands will ...

Hispanics: Online Shopping Behaviors - US

“For brands to excel in selling online to Hispanics, it is critical that they make their abstract offering more tangible. They can achieve that by proactively reaching out to Hispanic online shoppers. Hispanics want to engage with brands; they want to learn about their products, and they want brands to ...

Household Paper Products - Canada

“Very few Canadians will forget the toilet paper frenzy of 2020 and how it elevated a standard household commodity into a highly sought-after item. Though toilet paper may have received all the glory, other paper formats also received a boost in sales as a result of the pandemic since the ...

Legal Services - UK

“Fast fashion has become a way of life. Consumers not only widely accept it in their daily lives, but are also willing to wear it for important occasions. This rising support gives fast fashion confidence to expand both in categories and wearing scenarios. Home living may be the next opportunity ...

Gaming: Consoles and PCs - Canada

“The past year has been unique for this industry – with increased demand as a result of the COVID-19 pandemic and more time spent at home. With so many Canadians playing PC/console video games, it is increasingly important to understand them at a more granular level; gaming PC users ...

Health Technology Trends - US

“Following a year of heightened attention on personal health, consumers are emphasizing both top-of-mind and forward-looking health ambitions going into 2021 and beyond. Health technology can guide newfound health needs of consumers, such as illness prevention and mental health management. Companies have the opportunity to simplify health priorities, cater to ...

Household & Cleaning Appliances - China

“With more diversified and emerging needs from consumers, household and cleaning appliances are also moving forward in a path of diversification. Whether they are single people, pet owners or families with children, consumers have their own reasons for buying household and cleaning appliances, which poses challenges for brands to create ...

International Cuisine Tracker - US

Cuisine exploration is rebounding as restaurant restrictions loosen and consumers gain more confidence. It's a good time for brands to celebrate with consumers while raising the bar on experiences, both on and off-premise. Here's a look at one of the fastest growing cuisines from the last quarter worth ...

Managing Emotional Wellbeing - China

“Technology adoption and innovation will play a key role in ensuring that legal services firms thrive in an ever-changing market landscape.

Corporate clients will continue to squeeze margins while demanding faster turnaround times and greater use of innovation, which puts pressure on legal services firms to embrace ongoing innovation and ...

Managing Skin Conditions - China

“The rising concern on health and wellbeing after the COVID-19 outbreak has brought opportunities for speciality skincare brands. However, the competition is also getting fiercer as newcomers join. To outperform the competition, speciality skincare brands should leverage the high consumer stickiness and provide more value-added services to become professional and ...

Marketing to Young Families - China

“The market for products aimed at children and their parents keeps on growing as parents seek out increasing specialised and exclusive ways of caring for their children. Young parents’ attitudes towards family lifestyles and education are changing, influenced by diversified socialising channels. Parenting KOLs and even ‘kidfluencers’ are becoming one ...

Millennial Lifestyles - UK

“Millennials are the generation that came of age in a deeply troubled financial climate during the Great Recession of 2007-9, only to face a second global crisis a decade later. This has left a significant mark on their financial outlook which has translated into a delay for many in their ...

Occupational Health - UK

“Employees have had to engage with health and wellbeing in a different way during the pandemic and this has increased awareness of the many services that are available from OH providers – remotely, digitally and in-person. Some of these services have been particularly beneficial for employees and are therefore likely ...

Online Grocery Retailing - US

“Not only buoyed by the fear of COVID-19, but also facing increasingly stressful surroundings, stress and tiredness continue to become the most commonly occurred emotional issues. As a result, consumers are showing notable future interests in practising meditation and seeking sensory stimulations through scent-care. As using comfort food to adjust ...

Marketing to Generation Z - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

Meal Planning and Preparation - Canada

“Consumers are cooking more at home thanks to the pandemic and constantly up-ended routines are putting the logistics of meal planning and cooking to the test. Currently, a protective mindset drives Canadians to shop online more for groceries and make fewer micro-trips. Looking ahead, continued reliance on e-commerce and flexible ...

New Energy Cars - China

“Despite the auto market’s sales volume being impacted by COVID-19, the NEV segment is growing. As the government continues to launch favourable policies, conventional car companies, new car manufacturers and cross-category players are tapping into the NEV category, trying to leverage developments in the industry. NEV brand images are becoming ...

Online Electronics Retailing - US

“The pandemic has created new and increased needs for electronics in consumers’ lives. Moving forward, consumers’ relationship with electronics will only become more interconnected – leading to sustained category growth in the years ahead. Even as COVID-19 becomes less of a threat, online channels will continue to play a key ...

Oral Health - US

“While some new online grocery shoppers will revert back to stores, conversion will stick for many as in-store safety concerns linger and newfound purchase habits become routines. Leading retailers will continue to invest more in infrastructure improvements including tools and technology, fulfillment space and personnel, and this will give consumers ...

OTC Analgesics and Cough, Cold and Flu Remedies - UK

“The category was driven into decline in 2020 as COVID-19 social distancing triggered a fall in cases of cough, cold and flu, which ultimately impacted demand for remedies. Looking forwards, brands can adapt to the strong focus on illness prevention, by incorporating vitamin & mineral supplements (VMS) into cough, cold ...

Packaged Red Meat - US

“Like most retail food and drink categories, red meat got a big boost in sales during the pandemic as consumers cut back on restaurant dining and did more home cooking. Maintaining that momentum in the years to come, however, will be a challenge for the red meat industry as older ...

Plant-based Proteins - US

“The plant-based proteins market continued to gain momentum in recent years, fueled by a number of factors from concern for personal health to the environment. The growing availability of convincingly meat-like meat alternatives has accelerated the widespread consumption of these products among consumers who continue to eat animal-based foods as ...

Restaurant Takeout and Delivery - US

“Takeout and delivery programs and services have become integral to restaurants as they work to find ways to adapt to the changes accelerated by the pandemic: in consumer needs and preferences and in how brands approach business operations. Brands with established delivery and takeout programs and third-party partnerships benefited from ...

Secured Lending - US

“The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines. COVID-19 sparked a newfound comfort in at-home rituals, which further ...

Package vs Independent Holidays - UK

“The traffic light system and the limited green list have added to the uncertainty about the lifting of international travel restrictions. Consumers are expected to be in even greater need of financial protection when booking their holidays. While the package holiday segment will benefit from this, the independent holiday segment ...

Plant-based Drinks - China

“The plant-based drinks market is expected to bounce back quickly to pre-pandemic levels but growth will remain slow in the long run. To stand out amid intense competition, brands should accelerate the pace of their product innovation to serve different need spaces. They could also expand into other beverage categories ...

Recreational and Specialty Vehicles - US

“Lifestyle changes caused by the pandemic resulted in increased interest in recreational and specialty vehicles. As COVID-19 becomes less of a threat, brands look to continue to capitalize on the heightened demand. Barriers such as ownership costs, lifestyle compatibility and safety concerns will hinder widespread interest. Moving forward, the category ...

Salon & Spa Services Retailing - US

“The pandemic caused an immediate disruption to salons and spas and caused a change in consumers’ needs and routines within the category. This change in needs and behavior will continue moving forward as some consumers have grown more comfortable doing things on their own or receiving fewer treatments. To maintain ...

Shaving and Hair Removal - US

“Despite the pandemic, the secured lending industry still experienced mass demand due to historically low interest rates. The result was consumer interest in secured loan products such as mortgages increased throughout COVID-19. With a growing economy and improving consumer outlook, demand for secured loans currently sits in a healthy position ...

Smart Homes - US

“COVID-19 drove consumers back into their homes, which led them to prioritize their surroundings. As a result, spending on the home increased dramatically over the last year, which has benefited the smart home category. Device adoption and new digital behaviors established during 2020 should drive further consumer participation in the ...

Social Media Trends - US

“In spite of the occasional confrontation, social media is largely seen as a positive experience for users looking for a place to connect with like-minded individuals through compassion and kindness. Brands will need to navigate a new era of entertainment and information that places a greater emphasis on accountability and ...

Streaming Audio - Canada

“Most consumers are using major music streaming services for free, presenting a challenge for operators, but an opportunity for advertisers to reach a wide audience through such platforms. Several factors will drive consumers to subscribe to a music streaming service, including early releases, exclusive content and information about artists. Brands ...

The Luxury Consumer - US

“The pandemic has forced consumers to re-evaluate the difference between essential and inessential spending. Luxury items fall on the inessential side of the equation and demand for designer apparel and accessories has diminished greatly. During the recovery, it will be incumbent on luxury brands to encourage shoppers to treat themselves ...

UK Retail Briefing - UK

“The shaving and hair removal market is highly price sensitive and was already on a sluggish trajectory before COVID-19, which can partially be attributed to consumers’ relaxed approach to shaving and hair removal routines, leading to less frequent usage of products. Shelter-in-place orders enacted during the pandemic caused consumers to ...

Social Media - UK

“Social media has enjoyed a surge in use with people seeking entertainment and connection throughout the COVID-19 lockdowns, although time online looks set to fall as restrictions are eased. The pandemic and widespread banning of US President Donald Trump has brought misinformation and social media guidelines to the fore. The majority ...

Social Networking - Ireland

“Social networks have benefited from the impact of COVID-19. Consumers have become more reliant on them as their only means of socialising during lockdowns and restrictions. However, COVID-19 has also brought a wave of mental health issues due to high levels of anxiety and loneliness, and concerns around economic uncertainty ...

Tea Drinks - China

“Tea drinks of different formats have experienced the pandemic differently, with the RTD segment facing challenges posed by limits on out-of-home consumption, while tea infusions enjoyed an uplift thanks to the increased time spent at home. Successful practices have been borrowed from the instant coffee market, precipitating a premiumised consumption ...

Trending Flavors and Ingredients in Dips and Sauces - US

“Dips and sauces sit at the intersection of experience and versatility and consumers expect both in new innovation. The pandemic has given rise to positive sales growth for categories specifically tied to cooking and at-home snacking occasions. As consumers transition into their post-pandemic routines, brands will need to reinforce these ...

Vacation Planning and Inspiration - US

"There is no doubt that the online channel has benefitted from the conditions of the pandemic. Online sales near doubled (+46.9%) to £110.9 billion in 2020, accounting for a record 27.5% of all retail sales. 44% of consumers have shopped more via retailer websites since the pandemic ...

Voice Control - UK

"With a section of consumers expected to work from home permanently post-COVID-19, there is the opportunity to market smart displays as the ideal addition to a home office space. Voice-controlled speaker owners have already shown an interest in using these devices for working or studying and the ability to get ...

Womenswear - UK

"The womenswear market has been hard hit by the COVID-19 outbreak, with women drastically cutting back on their clothes purchasing as a result of changes to their lifestyles. While there has been some pent-up demand for buying new clothes released with the opening of stores in April 2021 and as ...

可穿戴设备 - China

"可穿戴设备市场总体将继续增长。功能上，可穿戴设备的主要功能即将从活动追踪转向医疗监测和整体健康的提升。除了与健康行业保持紧密联系，可穿戴设备行业的企业还在探索细分化的用户需求，如针对儿童和年长者推出产品。随着现有的设备越来越多被作为时尚配饰，新兴品类也在崛起。智能眼镜或将为下一个蓝海市场。"

— 张鹏俊，研究分析师

快时尚 - China

"快时尚已经成为一种生活方式。消费者不仅在日常生活中广泛接纳快时尚产品，还愿意在重要场合穿戴快时尚服饰。消费者对快时尚品牌支持日益增长，为这些品牌拓展品类和穿戴场景注入信心。家居生活可能是快时尚的下一个商机。同时，快时尚品牌也可以尝试利用极简主义或中国传统风格创造自己的经典款式和设计，而不仅仅依靠快速更新产品来加深消费者对品牌的依恋。"

— 董文慧，研究分析师

新能源汽车 - China

"After a long year-plus slog, there are finally strong signs that travel is recovering from the shock of COVID-19. Travel planners are beginning to prioritize pandemic issues less and think about venturing out again. Travel providers can help them in the planning stage by making the process enjoyable, providing relevant ...

Wearable Devices - China

"The market as a whole continues to grow. In terms of functions, wearable devices are about to shift from being primarily used for activity tracking to medical monitoring and improving overall health. Besides sticking closely to the health sector, industry players are also exploring segmented users' needs, such as targeting ...

亲子旅游 - China

"亲子旅游细分竞争升级，在该领域胜出并非易事。实现增长需要更成熟复杂的营销组合矩阵。增进家庭关系和放松是驱动消费者参与亲子旅游的重要原因。在开发面向家庭游客的旅游“种草”营销内容时，互动式学习活动将成为重要的新元素。"

— 赵凌波，高级研究分析师

家居生活与清洁电器 - China

"随着消费者的需求更加多元化和新兴，家居生活与清洁电器也在向多元化方向发展。无论是单身人士、宠物主人还是有孩子的家庭，消费者购买家居生活与清洁电器的目的各有不同，这给品牌带来挑战，即要创造不同的产品细分以迎合这些多元化的使用场景。无论如何，随着消费能力的提升和健康生活方式的意识不断增强，中国家居生活与清洁电器市场将继续保持稳健增长。"

— 益振嵘，研究总监

情绪健康管理 - China

"新冠肺炎带来的恐惧和越发高压的社会环境让压力和疲倦持续成为最常见的情绪问题。对此，消费者对在未来练习冥想并且通过香氛护理刺激感官产生了浓厚兴趣。随着食用慰藉食品来调整情绪已得到广泛认可，品牌可考虑为不同的慰藉食物赋予特定的“角色”，让它们在动荡纷繁的世界中陪伴消费者。"

— 刘文诗，高级研究分析师

早餐 - China

“新冠疫情后，汽车市场销量受到一定影响，而新能源车逆势增长。国家利好政策不断加码，传统车企、造车新势力、跨界玩家纷纷进入新能源领域，力争进入产业变革快车道。新能源品牌形象加剧分化。新造车势力正通过引领科技感和用户体验，与传统豪华品牌新能源车的品牌价值进行博弈。”

消费者对新能源车的性能和智能化的认同感进一步提升，并认为拥有新能源车具有环保、潮流和有面子等意义。另一方面，续航和充电问题虽然在近年已有相当的改善，但仍未达到大部分消费者的期待值。随着消费者对新能源车，特别是高端化新能源车的期待的增强，新能源车市场将迎来高端车型白热化竞争的时代。” — 袁森，研究分析师

植物基饮料 - China

“植物基饮料市场预计将迅速反弹至疫情前的水平，但从长远来看，仍将缓慢增长。为了在激烈的竞争中脱颖而出，品牌应该加快产品创新的步伐，以服务于消费者不同的细分需求。品牌还可以将植物基概念扩展到其他饮料品类，以拓宽消费场景并促进零售额增长。”

— 殷如君，高级研究分析师

皮肤管理 - China

“新冠疫情爆发后人们对健康的关注与日俱增，为专业针对皮肤问题的护肤品牌带来商机。然而，随着更多品牌的加入，竞争也愈发激烈。想要在竞争中更胜一筹，专业针对皮肤问题的护肤品牌应当充分利用其更高的消费者粘度，提供更多增值服务，化身消费者日常生活中专业且值得信赖的伙伴。此外，开发更多功效的产品、抓住逐渐觉醒的男性消费者也同样重要。”

— 柴静彦，研究分析师

针对年轻家庭的营销 - China

“随着父母们希望以更专业和专属的方式来照顾自己的孩子，亲子产品市场不断发展壮大。在各种社交渠道的影响下，年轻父母对家庭生活方式和教育的态度正在改变。育儿KOL（关键意见领袖）甚至是“儿童KOL”正逐渐成为品牌的潜在合作伙伴之一。

一直以来，吸引儿童都意味着提供有趣而不复杂的设计或理念。然而，年轻父母更重视品牌营销活动中的道德性，并更喜欢那些有助于培养孩子良好品格和积极生活态度的品牌。品牌也有机会利用产品设计创新来鼓励孩子养成习惯，并吸引他们参与以道德思考为主题的、有意义的和体验式的‘对话’。”

— 甘倩，研究分析师

“新冠疫情对早餐市场的冲击主要集中在外食早餐场景。但疫情促进了居家早餐消费的增长，进而培养了寻求营养均衡和新鲜食材的消费者。消费者追求区域风味的新诉求带来了外食早餐品类产品创新压力，而居家早餐市场将从更快捷、健康和和小份量的早餐解决方案中获益。”

— 彭袁君，研究分析师

烘焙店 - China

“新冠疫情让消费者流向同样能够供应新鲜优质包装烘焙产品的O2O零售商。新鲜烘焙产品领域竞争因此愈发激烈。烘焙店需要发挥先天优势，推出有功能性配料的高端产品，从零食或膳食角度挖掘更多食用场景。此外，提供增值服务可以提高消费者忠诚度，在竞争激烈的市场中彰显品牌的独特性。”

— 俞文，研究分析师

茶饮料 - China

“不同形态的茶饮料受疫情的影响有所不同，即饮茶饮料细分市场面临着户外消费限制所带来的挑战，由于人们宅家时间增加，现泡茶消费量却有所提高。茶饮料企业借鉴了速溶咖啡市场的成功经验，呈现出高端化消费趋势。为满足女性饮茶者对解压和美容的消费需求，茶饮料市场也迎来了功能性创新。”

— 李泓佳，品类总监

面膜 - China

“受新冠疫情影响，2020年面膜品类渗透率持续饱和，开始进入放缓的增长阶段。贴片式面膜因其便捷性过去一直深受消费者青睐。但如今的消费者开始寻求除补水保湿功能外的更高阶护肤功效，水洗涂抹式面膜的人气也较之前相应提高。目前，中国面膜市场正处于形态变化的拐点。短期内，将更高阶护肤功效搭配合适的面膜形态，有助于吸引消费。”

— 尹昱力，研究分析师