

December 2022

Alcohol Alternatives - US

"Sober curiosity is trending as consumers prioritize their health and wellbeing, prompting many to seek premium, unique, healthful and functional alternatives to alcohol. Products ranging from NA beer to mood boosting adaptogen tonics to traditional CSDs can leverage new opportunities as consumers strive to reduce their alcohol consumption. And while ...

America's Pet Owners - US

"The majority of Americans have pets and are committed to providing the best for their companions, even in the face of sharp price increases across pet products and services. The human market continues to influence trends in pet care including a focus on mental health, holistic wellness and premium experiences ...

At-home Beauty & Personal Care - Canada

"Canadians are relying on at-home BPC options as a convenient way to save money on more expensive spa/salon visits. This driver is expected to be particularly important as consumers adjust to higher costs of living. Consumers gained a lot of experience with at-home BPC treatments as a result of ...

Attitudes toward Nonprofits - US

"The relationship between brands and nonprofits continues to strengthen as consumers seek out brands with ethical missions. Consumers are aware of the significant need that exists, but inflation and economic uncertainty is leaving them with a smaller pool of funds to donate. While brands often are forced to prove their ...

Beer - UK

"Pro-actively offering dish-matching recommendations for their drinks, both in-store and via online retail channels, should help beer brands to tap into increased at-home meal occasions during the income squeeze. Meal pairing suggestions are also relevant to driving

Alternate Transportation - US

"As pandemic imposed restrictions and concerns ease across the United States, consumers are increasingly returning to pre-pandemic activities. As a result, consumers are looking to alternate transportation services to accommodate their need for travel – a positive sign for the industry overall. Moving forward, it will be critical for alternate ...

Asian Americans' Culture & Community - US

"While Asian American influence and representation has been growing, it is clear that more needs to be done, as Asian Americans believe most brands do not accurately represent Asian American culture and, more importantly, express a concern over their personal safety. With this in mind, brands must step up and ...

Attitudes toward CBD vs THC - US

"CBD and THC are unique products in their own right that happen to have some opportunities when used together—either in a single dose or as part of a routine. Build on the strengths of both by showing appropriate uses for each and help consumers manage their expectations regarding effects to ...

Attitudes toward Technology: Tracking, Digital Privacy & Security - US

"Maintaining a safe online environment is critical for consumers to feel comfortable spending more time and money online. Yet, the vast majority of consumers are concerned about how their personal information is being used – and a majority believe that both the government and industry should be doing more to ...

Black Haircare - US

"Haircare products straddle multiple identities, with some products viewed as purchase essentials, and others as nice-to-haves. Amid this inflationary period during which shoppers are spending conservatively, brands will want to stake the claim that their full repertoire is seen

usage occasions in the on-trade and can serve to encourage trading up where ...

Canadians' Social Circles - Canada

"The past two-plus years have been irrefutable evidence of the importance of social connections for Canadians.

They want to spend time together and do so in myriad ways. While market factors may affect how they socialize, the reality is that there will always be demand for ways to spend time ...

Cheese - China

"The cheese market has shown a slowed growth rate due to consumers' conservative financial outlook with market offerings moving away from the price war of discounts that discouraged the total sales volume. In the future, the growth will benefit from policies supporting cheese consumption and better awareness and acceptance of ...

Clean and Conscious Beauty - US

"Beauty companies and brands simply can't be all things to all people when it comes to defining 'clean.' There is a notable shift toward people aligning how and what they consume with their values. The 'clean' beauty movement plays into this shift and the subjectivity of its definition allows ...

Coffee Shops - UK

"Older consumers are most likely to prefer to see the price of drinks increase if their favourite coffee shop had to make changes as a result of rising costs, while younger coffee shop consumers are more likely to respond well to alternative measures, such as reducing opening hours and using ...

Consumer Approach to Healthy Eating - US

"Diet has become a four-letter word, but that doesn't mean it's lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to the mental health pitfalls of falling off track. Even as inflation threatens preferred product purchase, consumers still want to feel ...

as essential must-haves that serve as foundational to personal hygiene and ...

Car Purchasing Process - China

"After a temporary sluggishness in the second wave of the pandemic, China's passenger car market has returned to steady growth, with NEV share growth being particularly notable. The car owners' trading-up demand has not changed, and in addition to upgrading to better configurations, brands and models, there is also an ...

Cinemas - UK

"Recovery for the cinema market has so far been slow, with a weak slate of films in 2022 and the cost-of-living crisis making it more challenging to get people back through the door. In the longer term, further differentiation of the cinema experience, such as the introduction of more social ...

Coffee Shops - Ireland

"With the cost of a visit to a coffee shop increasing in 2022, and consumers having less disposable income, it is likely that overall footfall to Irish coffee shops will be impacted. However, Irish consumers are confirmed coffee users and can still be tempted in-store with a good value for ...

Compras Online x Offline - Brazil

"As lojas físicas voltaram a ganhar espaço com a reabertura após a pandemia, especialmente devido à ausência de custos adicionais como taxas de serviços e de frete. Entretanto, muitos consumidores continuam recorrendo aos canais on-line para compra e pesquisa de marcas e produtos, havendo uma grande parcela de consumidores que ...

Consumer Spending Sentiment - 2H - China

"China's economic development is facing pressure. On the one hand, there are lingering uncertainties regarding the domestic epidemic situation despite the recent relaxation of restrictive policies, and people's short-term confidence has not yet rebounded. On the other hand,

the international economic environment has also brought a lot of instability to ...

Consumers and Later Life Planning - UK

"There is considerable latent demand for later life planning among over-45s, especially among those aged 45-64. If providers can effectively tap into this and engender earlier engagement, for example by offering free will reviews or retirement health checks, it would expand the client base and generate new opportunities for growth ...

Current Accounts - UK

"Cash switching incentives will become more appealing as consumers look for money-saving opportunities through the cost-of-living crisis. Interest-free buffer overdrafts will be important to help struggling customers and boost loyalty. Despite consumer cost-cutting, there is potential for growth in fee-paying accounts if banks can highlight rewards and net cost-saving opportunities ...

December UK Retail Briefing - UK

"2023 is forecast to be an incredibly difficult year where value is top of the agenda. How difficult will depend on a multitude of factors outside of the retail sector's control, but what 2022 has shown is that there is still significant opportunity in the market for those that are ...

Digital Trends - 2H - China

"The metaverse is still developing, but some early adopters have already expanded the technology into various areas or applied the concept in brand marketing campaigns. Despite the high awareness of and positive attitudes towards the metaverse, most Chinese consumers consider it as another way to enrich their entertainment options rather ...

Drinkware - US

"Drinkware benefited from renewed investment in the home and a prolonged period of at-home beverage consumption over the last two years. Consumers are looking to cut costs following rising inflation,

Cooking Sauces and Pasta Sauces - UK

"More at-home meal occasions brought about by the income squeeze offer opportunities for cooking/pasta sauces, although they will face greater competition from scratch-cooking. Ideas on how to use them with leftovers and suitability for cheaper cooking methods can help these appeal as people look to save money. Meanwhile, guidance ...

December European Retail Briefing - Europe

"Sustainability is a key trend across Europe with consumers looking for ways to conserve the planet's resources. COVID-19 has acted to accelerate the trend and this could well be one of the long-lasting legacies of the pandemic in retail. As we discuss in Mintel Trend Buydeology, consumers are increasingly ...

Deodorants - UK

"The deodorant category will be defined by savvy shopping behaviours in upcoming years and brands will need to propose value in order to retain their share of the market. Appealing with money-saving multipacks and remaining competitive with special offers will benefit deodorant brands. However, value encompasses more than cost and ...

Digital Trends Winter - UK

"Accessibility isn't just a 'nice to have', rather, it can significantly increase the potential market of a brand while enhancing its reputation as inclusive and caring. This has particular resonance among Gen Z who are seeking to align with brands that share their values and will avoid those that don't ...

Events Tourism - Ireland

"The events tourism industry will take time to recover from the losses incurred by the COVID-19 pandemic as consumers will be encouraged to attend concerts and festivals that can now go ahead. However, the current

challenging brands due to the fact that drinkware is largely a discretionary category. Yet consumers' decrease in foodservice expenditures also ...

Experiential Retailing - China

"Brands and retailers are still facing challenges despite pandemic control measures being removed, including the overall sluggish economy, consumers' spending becoming more intentional and their changing behaviours when shopping offline in the post-epidemic times. Ensuring safety and comfort for consumers in offline stores (eg sanitary environment, less crowded) becomes essential ...

Free-from/Ingredients to Avoid - US

"While labels can be an effective tool for brands to differentiate their products nutritionally, they can also be a portal to additional information and ingredient education. Consumers across age groups are aligned in the need for label clarity, demonstrating a deeply rooted issue that calls for resolution through simplified messaging ...

Frozen Breakfast - US

"Sales of frozen breakfast foods actually outpaced the considerable rates of inflation over the past year and continue to improve upon the sizable increases seen in the pandemic-fueled increase of 2020. However, maintaining that momentum will require the category to look beyond its convenient reputation and focus on improving perceptions ...

Hispanic Payment Preferences - US

"The Covid-19 pandemic and uncertain financial times accelerated many of the shifts that were already occurring within the payment landscape. Latinos are seeking brands they can trust and are interested in adopting novel payment methods that address their specific needs. Access and economic disparities condition Latinos' payment habits and attitudes ...

Hotels - China

cost-of-living crisis means consumers have less to spend on luxury products/services, such as event ...

Foodservice in Retail - US

"Foodservice is a key strategic focus for retailers as they compete with restaurants and other foodservice operators for consumer food dollars. Expanded menu options, streamlined ordering and easy pairing with fresh foods to be cooked at homes represent ways for retailers to leverage their own strengths and respond to consumer ...

Fresh Grocery Retailing - China

"The fresh grocery retailing market witnessed accelerated growth amid the resurgence of COVID-19 since early 2022 and upgraded demand for quality offerings. Diversified channel preference, though intensifying market competition, presents opportunities to new business models such as outlet stores which cater to consumers' segmented needs. Private label products not only ...

Gaming-inspired Entertainment - US

"Gaming is already an entertainment industry juggernaut, and gaming-inspired entertainment serves to further reinforce that appeal for fans. Film production studios need to be mindful of fans' expectations, but those fans will happily ignore negative critics to go see their favorite characters on the big screen."

– Brian Benway ...

Hispanics and Shopping for Groceries - US

"Hispanic consumers share much in common with American grocery shoppers overall, but there are differences that should be considered. Practically speaking, Hispanic Americans will continue to represent a greater share of the US population and are substantially younger. In it of itself, these differences make a compelling case for retailers ...

Hotels - UK

“China’s hotel volume started to shrink in 2018 due to the scale enlargement of individual hotels, and has been hugely impacted by the COVID pandemic, with a great number of small-to-medium hotels closing down while the growing number of mid-scale hotels led the market recovery trend. Hotels are advised to ...

Ice Cream - UK

“The cost of living crisis stands to dampen demand for ice cream and dial up the pressure on brands to prove their value in the coming year. Interactive ice cream serves hold potential for engaging consumers in the short term, sparking strong interest and being well-placed to cater to evenings ...

Innovations in Insurance - Canada

“Technology is resulting in a closer interweaving of customer lifestyles with insurance companies as consumers are showing more willingness to use devices that result in better outcomes while benefiting in the form of lower prices.”

Lifestyles of the Over-65s - UK

“Seniors in the UK are living longer and their relatively stronger financial positions mean they are an increasingly important consumer group for brands to understand and service. This is particularly important amid the cost-of-living crisis, with older consumers with stable finances best placed to absorb price rises. Around half of ...

Luxury Travel - UK

“The luxury travel market has typically outperformed the overall travel market during periods of economic difficulty, and this is likely to be true again during the current period of economic malaise. Over half of luxury travellers are interested in upgrading elements of their holiday in the 12 months following August ...

Marketing para Pessoas Acima de 55 Anos - Brazil

“As hotel prices will likely rise as a result of soaring inflation, hotels will need to up their game to improve satisfaction levels in areas beyond customer service. Investments to improve the quality of food and drink and room facilities will pay off as these elements have a relatively high ...

Improving the Home - US

“The pandemic increased the importance of home and broadened its function to take the place of the office, school and gym. That in turn drove a wave of home improvement work over the past two years. Yet as the pandemic becomes an endemic, Mintel expects the market to remain robust ...

Leisure Trends - UK

“The foodservice-led recovery of overall market value is masking a slower revival in many out-of-home segments that leaves them vulnerable to the current income squeeze. A focus on mental wellbeing, physical health and simple escapism will be key to keeping their customers spending.”

Logistical Services - UK

“2022 has been a challenging year for both freight forwarders and handlers alike, the continuation of issues which affected productivity in 2021 are still relevant such as the HGV driver shortage and the economic turbulence certain sectors have faced. Inflation, partly as a result of the conflict in Ukraine, has ...

Major Household Appliances - Canada

“While nearly all consumers prioritize major household appliances’ functionality over design, that does not mean that aesthetics are unimportant. Spending more time at home due to the pandemic means that Canadians have placed newfound importance in upgrading their homes. Major household appliance retailers and manufacturers must continue to both replenish ...

Marketing to Modern Women - China

“Os cuidados com a saúde e o bem-estar são prioridades para os brasileiros acima de 55 anos, o que representa oportunidades para diversas categorias de produtos e serviços que possam melhorar a qualidade de vida destes consumidores. Outro ponto é a utilização de tecnologias que têm trazido diversos benefícios para ...

Marketing to Over-55s - Brazil

“Health care and wellness are priorities for Brazilians aged 55+, which represents opportunities for several categories of products and services to improve the quality of life of seniors. Adoption of technology relatively new to this age group has also brought benefits to this age group; however, more education is necessary ...

Mother and Baby Products Retailing - China

“Low fertility rates will continue to pose a challenge to China’s mother and baby product market. However, brands are presented with growth opportunities through product innovation and premiumisation as the young generation parents are seeking quality products to ensure the wellbeing of both their children and themselves. In the meantime ...

Nutrition for Pregnancy - China

“Maternal nutrition companies must focus more on the health demands of women with plans to have more children, as well as address different ailments that may occur at specific times during preconception, pregnancy, and postnatal. Offering support on stress relief for women who wish to conceive in light of fears ...

Online Discovery Process in Food & Drink - US

“While shoppers remain conservative in food and drink spend amid inflationary pricing and economic uncertainty, new product trial is seen. The online grocery space provides fertile ground for product discovery, given its standing as a relatively new frontier itself. A larger share of shoppers agrees they’re more likely to try ...

Online x Offline Shopping - Brazil

“The concept of what makes a good woman is evolving, and modern women have a strong desire to achieve self-development through continuous learning. They are driven by the new principle, of striving to be more independent both in finance and in their personal life, and savvier in terms of making ...

Mass Merchandisers - US

“Consumers are drawn to mass merchandisers for the appeal of one-stop shopping and overall value. These days, affordability is top of mind, prompting consumers to switch to mass retailers in search of quality store brands and everyday essentials at low prices. Outside of price, convenience is king, and mass merchandisers ...

Neobanks - US

“Neobanks have a tough road to navigate going into next year. Recessionary fears only loom larger, which will have adverse effects on the profitability and survivability of many neobanks. Growing competitive threats from industry behemoths such as Apple and Amazon continue to loom as well, as these incumbents continue to ...

Online Beauty Retailing - US

“Beauty shoppers are engaged shopping online; they enjoy the convenience and the community they find in the channel. They are also more in control of their purchases, as they can discover, learn and transact on their own schedule. However, there are still opportunities to innovate and enhance the online shopping ...

Online Retailing: Marketplaces and Peer-to-peer Selling - UK

“Marketplaces and peer-to-peer sites have enjoyed the same level of greater engagement as the wider online retail sector in recent years, with sales via sellers on such platforms at record highs. The cost-of-living crisis will drive only further interest in the sector, particularly peer-to-peer, as consumers both seek value on ...

Personal Care Products during Pregnancy - China

“Physical stores have regained space with the reopening of businesses after the worst days of the pandemic are over, especially due to the absence of additional costs such as service and delivery fees. However, many consumers continue to use online channels for shopping and searching for brands and products, with ...

Physical Activity Holidays - UK

“The cost-of-living crisis will slow the pace of the post-COVID-19 recovery. However, the pandemic has boosted the desire among travellers to escape the crowds and explore the great outdoors, and has led to an increased focus on physical and mental wellbeing. This legacy is favourable for physically active holidays.” ...

RTD Alcoholic Beverages - US

“Launch activity and popularity of canned cocktails are building upon the success and excitement already present in the RTD alcoholic beverages space. The category continues to deliver on the convenient, flavorful and fun beverages consumers crave. However, fading novelty and inflationary pressures is intensifying competition, calling for brands to build ...

Small Domestic Appliances - UK

“The cost-of-living crisis will shift consumer behaviour to be more value-oriented. The small domestic appliance market has remained resilient in recent years, aided by extended periods at home and the shift to consumers doing more home-cooking and being at home more, with some participating in a blended working environment. Spending ...

Suncare - UK

“Value sales of suncare products in 2022 continued to increase, surpassing pre-pandemic levels as a result of eased international travel restrictions post COVID-19 and the 2022 heatwave. The consumer’s heightened focus on skin health is making suncare an increasingly essential step in beauty/grooming routines. While consumers continue to opt ...

Supermarkets - France

“For women, childbearing can be a daunting and stressful task. The changes and strain placed on a woman’s body require full attention. While ensuring foetal safety is the primary requirement, pregnancy personal care products can also provide additional emotionally uplifting benefits and extend care into post-childbirth, allowing women to feel ...

Readers: Books, E-books, Graphic Novels & Magazines - US

“Despite digital devices being central to modern living, the written word – printed in ink and published on paper – still has a powerful resonance with consumers. The challenge for publishers and booksellers is not just helping consumers prioritize reading over other leisure activities but doing so while leveraging devices ...

Small Business Overview - UK

“Small businesses are highly diverse and collectively account for around a third of the UK economy and are active across virtually every industry. Some have ambitions to grow, while others are lifestyle businesses, but for most businesses their ability to reach a wider geographic area has been revolutionised by the ...

Sneakers and Streetwear - US

“Consumers, and society at large, are continuing to embrace sneakers and streetwear. In addition to the comfortability of these items, increasing engagement is largely driven by interest in the style, affinity for certain brands and elements of self-expression that come with these items. Looking ahead, Mintel expects the sneakers and ...

Supermarkets - Europe

“The grocery sector retained momentum in 2021 across Europe as society only gradually opened up, and over 2022 inflation has resulted in higher turnover, despite many shoppers trading down or buying less. Food retailers’ sales increased across the continent and the sector still presents good prospects for retailers as the ...

Supermarkets - Italy

"The cost-of-living crisis is causing real pain for many French consumers and the grocery retailers have been competing for ways to support their customers and prevent them drifting to more value-led rivals. These have included price freezes on basic items, expanding own-label and new subscription-based loyalty schemes. Large-scale physical stores ...

Supermarkets - Spain

"With food prices rising at their fastest rate in more than 40 years, grocery shoppers are looking around to find the best deals and making lifestyle changes to deal with the extra demands on their household budgets, shopping more at discounters and buying more own-label products. Efforts to counter high ...

Sustainability and Online Shopping - US

"Brands' sustainable and environmental efforts are attracting the attention of consumers as they shop online. Shoppers are more aware than ever of the waste ecommerce can create and are looking to brands and retailers to address this issue. Education is still needed as consumers learn more about what brands are ...

Sweet Biscuits - UK

"The cost of living crisis is already leading people to cut back on sweet biscuits, but given that 75% of people think that sweet biscuits are an affordable treat they are in a better position than many other discretionary items. In-store visibility for sweet biscuits is being hampered by HFSS ...

Technology and Wellness - UK

"Technology offers a convenient and cost effective way to help consumer's reach their health goals. Brands need to focus on health outcomes and aspirations in order to overcome barriers to using technology as well as placing data privacy at the heart of any digital proposition. Longer term, technology's main strength ...

The Future of Foodservice: 2023 - US

"The cost of living crisis has changed the way Italians shop for groceries in the past year, with the big winners being the discounters, our research showing strong growth in the proportion shopping with them and also significant growth in the proportion using them for main, rather than top-up/secondary ...

Supermarkets - UK

"While the grocery sector is to a degree insulated from much of the pain being felt elsewhere in retail as much of its demand is non-discretionary, the shifts in behaviour seen in 2022 and that will continue to be seen in the short term have been no less dramatic. A ...

Sustainability in Household Care - UK

"Heightened consumer concerns about the environment put brands' sustainable product and process initiatives into the spotlight. While brands are making strides in sustainable packaging, there exists an untapped potential of refills, refill stations and sustainable product formulations. The rising cost of living presents an opportunity to redirect consumers onto a ...

Switching in Financial Services - US

"Volatility in the economy has caused a number of downstream effects for consumers, from the increase in debt totals to the rise of interest rates, worsening the penalty for revolving credit. Consumers have responded to this jarring shift in environment by reassessing the effectiveness of their basic financial products, with ...

The Future of eCommerce - Canada

"As society returns to 'normal' it is becoming clear that online shopping habits and purchase habits built over the pandemic are mostly here to stay. While social distancing at home during lockdowns, consumer online shopping activity had exploded and has, for the most part, remained elevated despite bricks and mortar ...

The Role of Banking in Society - UK

“The foodservice industry will continue to evolve and grow with consumers’ heightened interest in away-from-home dining experiences that cannot be replicated at home. While what’s on the menu is core to driving traffic in 2023, how brands deliver on key areas of health and convenience to match consumers’ needs, schedules ...

Usage of Appliances and Devices in Lower Tier Cities - China

“Overall, consumers in lower tier cities are ‘light on concepts, heavy on practicality’ when it comes to home appliances and digital products. They have higher expectations for the long-term quality and durability of consumer durables such as home appliances and mobile phones. At the same time, they desire functionalities that ...

Vision Health - US

“The demand for corrective eyewear continues to increase as vision problems become more prevalent in both young and older consumers alike. Many of these issues have arisen due to extended exposure to technology as well as vision issues that come with age. Some consumers acknowledge the effects of age and ...

White Spirits - US

“The white spirits market continues to see growth on the back of the fast-paced tequila segment, even in the face of economic uncertainty. Interest in premium offerings and brand loyalty among spirit consumers has created a market in which prioritization of quality and trust outweighs quantity. For seasoned spirit consumers ...

奶酪 - China

“奶酪市场的增速因消费者对经济前景持保守态度而有所放缓，市场产品也摒弃折扣价格战，导致总销量受挫。未来，市场增长将受益于促进奶酪消费的政策，以及消费者对家庭餐桌场景中出现更多含有奶酪的菜肴的更高认知和接受程度。该市场的机遇在于利用创新形态、替代性零食场景和更多关于奶酪整体天然营养价值（富含钙和维生素）的市场教育活动来吸引消费者。”

“Despite the efforts banks make towards ethical and socially responsible practices, they often struggle to convince consumers that they have a social conscience. Concerns regarding unfair business practices, branch closures and media coverage of unethical practices fuel these negative perceptions. However, with a potential recession looming and unprecedented inflationary pressure ...

Video Games and Consoles - UK

“There is an opportunity for brands to target the growing number of people gaming more often at home with friends and family as a way of saving money during the cost-of-living crisis. With Sony and Microsoft expected to add adverts to free-to-play games, companies such as food delivery services can ...

Visitor Attractions - UK

“Despite the rising cost of living, and subsequent squeeze on disposable incomes, visitor attractions remain a popular pastime for many. The end of COVID-19 restrictions and improved consumer confidence in visiting cities and their popular attractions has seen the size of the market return to close to its pre-pandemic level ...

体验式零售 - China

“尽管取消了疫情管控措施，但是品牌和零售商仍面临挑战——整体低迷的经济形势、更为审慎的消费态度，以及后疫情时代持续变化的线下购物方式。确保消费者在线下购物的安全和舒适（如干净卫生的环境、不那么拥挤）对品牌和零售商至关重要。此外，品牌和零售商应专注于提供沉浸式和趣味性的购物场景（如主题场景），让消费者不受过多干扰地自主探索，只在其需要的时候及时提供帮助。”

——姚锦妍，研究分析师

孕期个人护理产品 - China

“对于女性而言，生育可能是一项艰巨和充满压力的任务。女性身体经历的变化和承受的压力需要引起充分的关注。尽管确保胎儿健康是首要要求，但孕期个人护理产品也可以带来愉悦心情的额外益处，并将护理延伸至产后阶段，让女性感受到呵护与关怀。此外，解开成分适用性的迷思也至关重要，这有助于消费者更有信心地选择孕期个人护理产品。”

— 彭袁君，高级研究分析师

孕期营养 - China

“孕产期营养品牌应更加关注计划再要一个孩子的女性的健康需求，以及重视女性在孕前、孕期和产后具体时间段可能出现的不同病症。品牌或可重点考虑两方面——鉴于对疫情的担忧为一些希望怀孕的女性消费者提供缓解压力方面的支持；以及宣传‘分阶段’的营养品组合。”

— 刘文诗，高级研究分析师

母婴零售 - China

“低生育率将持续对中国的母婴产品市场构成挑战。不过，由于年轻一代的家长寻求高品质的产品以保障孩子以及自身的身心健康，品牌可借由产品创新和高端化发掘增长机遇。同时，母婴产品消费者非常成熟且精明，他们的消费是谨慎并经过深思熟虑的。因此，品牌/零售商需利用多个触点，更明智地与消费者沟通和互动。”

消费意愿 —— 下半年 - China

“中国经济发展面临压力。一方面，尽管防控政策最近有所放松，但国内疫情形势仍然具有不确定性，人们的短期信心尚未回升。另一方面，国际经济环境也给企业经营者带来了许多不稳定因素。好消息是消费者的长期信心坚挺，再加上政府的稳经济和促消费措施，这将助力消费市场保持活力。”

— 张鹏俊，高级研究分析师

酒店 - China

“2018年，中国酒店的市场容量因单体酒店扩容而开始萎缩，同时在新冠疫情的冲击下，大量中小型酒店倒闭，而越来越多的舒适型酒店引领市场复苏趋势。酒店可进行数字化和自动化转型，以提高运营效率并对冲人手短缺和成本增加的风险。舒适型酒店可着眼于餐饮服务和客房设施升级，高档型酒店/豪华型酒店则可针对高预算消费者（如有孩子和宠物的家庭）提供高品质的个人护理产品以及健康、解压和娱乐服务。”

数码趋势 —— 下半年 - China

“元宇宙仍处于发展阶段，但一些早期应用者已经将该技术扩展至各个领域，或将该概念应用于品牌营销活动。尽管中国消费者对元宇宙的认知度相当高并持积极态度，但大多数人仍将元宇宙视为丰富他们娱乐选择的另一种方式，而非实用有效的工具。品牌需利用现实生活中的应用案例来开展消费者教育，并展示元宇宙能为其日常生活带来的切实好处。”

汽车购买过程 - China

“中国乘用车市场在经历了第二波疫情的短暂低谷期后，已恢复至稳定的增长，其中新能源车的占比增长尤为醒目。相比过去，车主的消费升级需求犹在，升级方面除了配置、品牌、车型外，对售后服务升级的需求也有所增加。另一方面，汽车智能化的趋势使得车主对创新技术有了更高的期待，品牌需要持续扎根于技术创新，并将技术优势通过试驾等营销渠道传递给潜在用户，为占领智能车市场打下用户基础。”

— 袁淼，研究分析师

生鲜零售 - China

“自2022年初新冠疫情反弹以来，随着消费者对高品质产品的升级需求，生鲜零售市场加速增长。多元化渠道偏好虽然加剧了市场竞争，但为奥特莱斯店等满足消费者细分需求的新商业模式提供了机遇。鉴于消费者对品质和价格的关注，自有品牌产品不仅具有增长潜力，还有助于生鲜零售商持续吸引消费者。”

针对现代女性的营销 - China

“有关优质女性所需特质的观念正在不断演变，并且现代女性对通过不断学习实现自我发展有着强烈的追求。她们受到新观念的影响，努力在经济和个人生活方面都变得更加独立，并且在购物选择上更加精明。品牌也是时候与现代女性开启‘交心’的沟通对话。”

通过回应女性在休闲时放松身心，以及培养更健康的兴趣爱好这些尚未被满足的需求，响应她们对内心平和与美丽生活的追求，并对女性多元化的自我发展表达支持的宣传广告，将助力品牌与女性不断变化的观念与偏好保持一致。”

— 甘倩，研究分析师