

July 2022

Attitudes towards Luxury - China

"Treating oneself is increasingly becoming an important driver for consumers' spending, and it is particularly true when looking at consumers' definitions of luxury which has evolved towards words that evoke spiritual enjoyment, such as "indulgence" and "pleasure". Consumers value the nice experience and feelings brought about by having a luxury ...

Baby Boomers & Technology - US

"Baby Boomers account for one in five Americans and more than half the country's wealth. While they have trailed younger generations in adopting new technology and digital services, the pandemic served as a catalyst for many tech holdouts and they are quickly expanding their digital behaviors. Their size, wealth and ...

Bodycare and Deodorant - US

"The bodycare and APDO market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. While sales are expected to increase almost 7% in 2022, inflation adjustments show relatively flat growth with slow sales increases to ...

Canadian Pet Owners - Canada

"Catering to the humanization trend and 'pets as family' phenomenon will remain an important market strategy well into the future. Innovation focused on premium, functional ingredients, health/wellness and customized product formulas remains a significant opportunity. The market will continue to see growth as pet owners seek to provide pets ...

Charitable Giving - UK

"Charities are facing an extremely difficult time – just as they begin to recover from the disruption and financial losses of the pandemic, they are hit with high inflation and a cost-of-living crisis. Not only are charities managing increases in their own operational costs, rising demand from service users and ...

Attitudes towards Video and TV - UK

"The TV and video market is highly fragmented, with consumers taking multiple sources and watching across a range of devices. As a result, TV interfaces to collate and organise content will deliver an increasingly personalised viewing schedule for consumers. More broadly, the cost of living crisis will mean many reviewing ...

Blockchain - UK

"Blockchain may have its roots in cryptocurrencies, but it is evolving into a technology with widespread applications led by the banking sector but extending to an almost ubiquitous potential. Despite being a decade old, the technology remains at an early development stage of what is seen to be major exponential ...

Branch Banking - UK

"Despite the long-term shift towards digital banking, branches still have a role to play for many consumers. Satisfaction levels remain high despite widespread branch closures in recent years. This will be tested as customers seek further support through the cost-of-living crisis, with less financially experienced younger consumers particularly seeking guidance ...

Car Owners in Lower Tier Cities - China

"As cars become more intelligent, car buyers in lower tier cities are shifting their focus from being brand-oriented to practical features. Differentiated intelligent configurations can better meet their individual car usage needs and quest for a technological touch. It is worth noting that even though car buyers in lower tier ...

Chocolate - Brazil

"Ainda que os consumidores estejam com um orçamento apertado, o consumo de chocolate traz relaxamento, recompensa e momentos prazerosos, o que os estimula a consumir chocolates, ainda que de marcas mais baratas ou com menor frequência."

Chocolate Confectionery - Brazil

“Although consumers are on a tight budget, chocolate consumption brings them relaxation, reward and pleasant moments, which encourages them to consume chocolates, even if from cheaper brands or less frequently.”

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

Color Cosmetics - Brazil

“As the COVID-19 pandemic enters a new phase, marked by the return of social interactions and flexibility in face mask usage, Brazilian consumers seem to be returning to their makeup routines. In the case of the nail polish segment, the search for relaxation and fun can boost more colorful visuals ...

Colour Cosmetics - Eye and Eyebrow - China

“Applying eye colour cosmetics has become both a regular makeup routine and a way of self-expression. On the product level, texture can be the next major focus in communication with consumers, especially young women, while the skinification trend can be harnessed when targeting mature women. On the spiritual level, brands ...

Colour Cosmetics - Lip - China

“Upon high expectation of moisturisation claims, lip colour cosmetic brands need to solve the problem of drying out the lips and offer adequate moisturisation supported especially by technology innovations. Meanwhile, guiding consumers in identifying suitable shades is as crucial as offering colour shade diversity, which calls brands to weigh in ...

Consumer Snacking - UK

“With the rising cost of living shoppers will be focusing more closely on what they are buying, potentially putting discretionary items like snacks under scrutiny. However, as seen during COVID-19 lockdowns snacks could actually benefit from more evenings in given their perceived affordability as treats. Amidst upcoming HFSS restrictions on ...

Coffee and Tea Tracker - US

Coffee and tea continue to exhibit strong growth led by away-from-home occasions, as consumers flock to cafes on their commute, to socialize and as a third space. Operators should prioritize unique offerings to compete with at-home occasions. Growth in tea should incentivize brands to market across generations, as consumers seek ...

Color Cosmetics - US

“After taking a steep hit in 2020 due to the COVID-19 pandemic, color cosmetic sales continue to pick back up, benefitting from the return of in-person events and less frequent usage of protective face coverings. Pent-up demand and current makeup trends are also helping to speed recovery. Looking ahead, further ...

Colour Cosmetics - Face - China

“Consumers are paying more attention to the long lasting and close fit to skin surface claim when choosing foundation products, which offers future growth opportunities for complimentary primer and setting products. On the premise of satisfying demand for the seamless makeup look, additional skincare benefits are a bonus for those ...

Commercial Property - UK

“In a more uncertain economic and geopolitical environment, investors are turning risk-averse and shifting their focus to the longevity and durability of their income returns.

Consumer Spending Sentiment - 1H - China

“The steady recovery of China’s economy was disrupted by the large-scale COVID-19 resurgence in March 2022. Although economic development has been severely challenged, consumers’ financial situation and long-term confidence remain stable. Although the current economic indicators have basically returned to positive in June, the economic recovery in the second half ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

Dentistry - UK

“With NHS dental contract reform likely to be ongoing for quite some time yet and additional government funding remaining inadequate, the private dental sector will continue to benefit from its counterparts’ situation. However, the longevity of inflationary pressures may dampen market growth.”

Digitalisation in Luxury - China

“Chinese consumers are among the quickest and most open to adopting online luxury shopping and COVID-19 has accelerated the speed luxury brands are embracing ecommerce. However, digitalisation is not just another sales channel but should be an integral part of omnichannel retailing and consumer experience with the brand. There is ...

Esports - US

“Esports is a billion-dollar industry that continues to grow and create new opportunities. At this rate, developing young gamer skills will soon be as common as pee-wee league football. Even parents seem to have come around and learned to accept that playing video games professionally can be a legitimate career ...

Fast Casual Restaurants - US

“Fast casual operators should seize the opportunity to capture new and existing diners to combat competition in other segments and become the go-to destination for all meal occasions. With the right marketing tactics and promotions, operators in this segment can continue to accelerate their growth and win with new and ...

Furniture Retailing - UK

Cooking in Canada - Canada

“As a result of the pandemic, many consumers developed new cooking skills and habits that have persisted after the lockdowns on dining out have ended and, not only are they cooking at home more often, the majority of consumers don’t mind doing so. Consumers are eager to learn new cooking ...

Digital Trends - 1H - China

“Technology devices and services are indispensable tools in consumers’ daily lives. Consumers hold a strong interest in purchasing various devices, even the mature and widely-owned ones, driven by their inner needs to seek solutions in life with technology. The application of artificial intelligence is one of the main directions in ...

Equity Release Schemes - UK

“2021 was the strongest year yet for equity release sales, and the prospects for future growth remain positive. However, rising inflation could prove a double-edged sword, while a slowdown in house price growth will impact consumer confidence. Providers should continue to focus on tackling misconceptions about equity release schemes to ...

Ethical Retailing - UK

“Consumers are increasingly valuing ethical practices when considering which retailers to shop at. Knowing that workers and suppliers are treated fairly as well as the source and makeup of products gives shoppers confidence in their ethical shopping behaviours. Brands must make ethical choices easy and tangible for consumers, who will ...

Foodservice Coffee and Tea - US

“The foodservice coffee and tea market overcame COVID-related challenges as consumers resumed their pre-pandemic behaviors and returned to their favorite coffee shops. While the rise of remote work will shift market dynamics, remote workers remain steadfast AFH coffee and tea customers. However, rising inflation will create new challenges for foodservice ...

Gambling Overview - US

"The longer-lasting ramifications of the pandemic are growing apparent, both in how consumers shop for furniture, and in the reassessment of priorities within the marketplace. However, after two years of impressive resilience, furniture sales are set to fall in the coming year as they face the brunt of inflation, supply ...

Gender-neutral Fashion - China

"Not everyone buys gender-neutral products for spiritual reasons, but most Chinese consumers welcome the freedom and minimalism expressed in gender-neutral trends. The ultimate feeling of comfort and relaxation is why gender-neutral products continue to rise in popularity.

Too much similarity and lack of uniqueness are the most mentioned purchase barriers ...

Holiday Rental Property - UK

"After being hit hard by the COVID-19 outbreak, the UK holiday rental property market rebounded strongly in 2021 and is set for another solid year in 2022. The reopening of overseas travel for UK residents means that growth in domestic holiday rental stays is unlikely to be as strong ...

How People Shop for Alcoholic Drinks - UK

"Meal deals' important role in driving alcoholic drinks sales, particularly among younger adults, suggests that more brands should look to be included in these promotions. Meal deals can help to cut through decision paralysis among people feeling overwhelmed by retailers' selections, and can also help to drive sales of alcoholic ...

July European Retail Briefing - Europe

"COVID-19 has acted to accelerate the trend towards more sustainable demands. DIY specialists can develop in-store exchanges, with old furniture and home goods traded for in-store credit. This also offers an opportunity for in-house repairs, before selling second-hand renovated products in-store; thereby, not only creating a new income stream, but ...

"The pandemic resulted in challenges and benefits to the US gambling industry. A steep decline in 2020 was quickly reversed as restrictions loosened and consumers warmed to virtual options – specifically sports betting – that capitalized on a well-timed expansion. In the near future, industry players will need to thread ...

Holiday Centres and Parks - UK

"In a competitive market, with relatively low brand differentiation (outside of the leading holiday centre brands Butlin's and Center Parcs), catering for rising visitor expectations in terms of accommodation, facilities and experiences has become vital for success."

– John Worthington, Senior Analyst

Household Care Habits of Pet Owners - UK

"Interest in pet-friendly products aligned with wellness trends and created to address pet owners' unique cleaning needs creates new opportunities for brands to explore. While heritage market players are well placed to capitalise on modern pet love, it is key for brands to illustrate pets as their ultimate consumer to ...

Juice and Juice Drinks - US

"Shifting consumer motivations for increased juice and juice drink purchase demonstrates the duality of the category as both a health tool, and a guilty pleasure. While consumers aren't trying to deny their sugar problem and see the validity of juice and juice drinks in delivering quality nutrition, they're more interested ...

July UK Retail Briefing - UK

"The main story over the coming year in furniture, as with wider retail, is of mounting uncertainty, with a near-perfect storm of inflation, supply chain disruption and the ongoing conflict in Ukraine. These pressures have already hit consumers, limiting expenditure and exacerbating already polarised demand, with this expected to continue ...

Lawn and Garden Products - Canada

“As Canadians prioritized their outdoor spaces as a result of the pandemic, the importance of having a beautiful and functional yard grew. Consumers turned to yard work and gardening as a safe activity that offered tangible results beyond curb appeal. Wellness benefits associated with working in the garden are expected ...

Maquiagem e Esmalte para Unhas - Brazil

“Em um novo momento da pandemia, marcado pelo retorno às interações sociais e flexibilização do uso da máscara facial, os consumidores brasileiros parecem retomar suas rotinas de maquiagem. No caso da categoria de esmaltes, a busca por relaxamento e diversão pode impulsionar visuais mais coloridos e que ajudem os consumidores ...

Marketing to Black Millennials - US

"Millennials as a generation are movers, shakers and change makers, and that same sentiment stands true when we think of Black Millennials. Many elements of their identity are attached to Black culture and society, but Black Millennials are working endlessly to transform the narrative for the Black community and also ...

Marketing to Millennials - US

“Millennials are at a lifestage where they are in distinct subsegments – some becoming newly independent while others are comfortably settling into parenthood. Because Millennials are at such different stages, each with their own unique set of needs, they must be marketed to accordingly. For example, Younger Millennials aspire to ...

Milk and Milk Alternatives - Brazil

“Although milk is an essential item in the Brazilians’ diet, consumption has been negatively impacted by frequent price surges. To reinforce its value, marketers need to highlight the category’s nutritional importance and invest in greater diversification in terms of healthiness, indulgence and cost. For milk alternatives, price and the perception ...

Leites e Bebidas Vegetais - Brazil

“Apesar de o leite ser um item essencial na dieta do brasileiro, o consumo da categoria vem sendo negativamente impactada devido à frequência na alta de preços. Neste cenário, para reforçar seu valor, a categoria precisa destacar sua importância nutritiva e investir em uma maior diversificação em termos de saudabilidade ...

Marketing Financial Products - US

“Financial services marketing requires an understanding of both how consumers are absorbing their financial information and the manner in which economic factors are affecting their attitudes toward product features and advertising themes. One silver lining of recent economic volatility is that responsiveness to financial marketing has risen alongside consumption of ...

Marketing to Millennials - Canada

“Millennials have been a focal point for marketers for over a decade. But it is important to evolve with these consumers rather than leaning on past assumptions.

This is now a fragmented generation as individuals have followed varying life paths. That makes it more challenging to connect with them broadly ...

Men's & Women's Clothing - US

“The men’s and women’s clothing market continues to show resiliency amid constant retraction and expansion as it responds to a surplus of outside factors. For the foreseeable future, the biggest threatening headwind is inflation, which is pulling the market toward another period of retraction. Retailers and brands must be focused ...

Milk and Non-dairy Milk - US

“Inflation is putting the holistic value of dairy milk on a pedestal, while calling greater attention to non-dairy’s shortcomings in taste, nutrition and versatile usage. As economic conditions improve and discretionary income returns, the playing field will once again level off. Dairy and non-dairy milk brands can play a role ...

Multicultural Young Adults & Social Media - US

“The majority of young adults have increased the time spent on social media platforms in the past year and most would find it very difficult to quit. While this level of attention is a strength of the category, brands are underdelivering in turning attention to action, with fewer than half ...

Non-winter Holiday Shopping - US

“Non-winter holidays are just as meaningful, if not more than they were prior to the pandemic. Consumers look forward to celebrating these joyous occasions and connecting with others. However, rising costs and supply chain issues are getting in the way. Brands must focus on providing value in various forms to ...

On-premise Alcoholic Trends - China

“Taking a sip represents a lifestyle. Hanging out with friends or attending in-store events, many consumers view on-premise alcoholic drinks as indispensable. Mocktails are considered as solutions to health issues caused by alcohol overconsumption. Meanwhile, the total experience can be elevated by a comprehensive Consumer Journey to accelerate the post-pandemic ...

Outdoor Cooking - US

“Outdoor cooking experienced a boom during the pandemic, creating opportunities to capitalize on shifts in behavior by engaging consumers with recipes, demonstrations, celebrity chefs and influencers. Challenges, however, lie in rising costs, which will demand suppliers showcase high value and affordability of both equipment and at-home cooking. Looking forward, opportunities ...

Personal Care Appliances - China

“The personal care appliance market achieved good growth in 2021, with consumers’ high interest in both replacing their existing products and trying new ones. As competition intensifies with new players constantly entering the market, brands should focus on a product-centric strategy to meet consumers’ ever-diversifying and changing demands for personal ...

Non-chocolate Confectionery - US

“The biggest strengths of non-chocolate confectionery are in its variety of taste, texture and overall experience while also meeting the need for personal treating and snacking. The foundation for the market is strong, but split, as consumers are not necessarily loyal to brand or even product attributes. Brands will benefit ...

Nuts, Seeds and Trail Mix - US

“The nuts, seeds and trail mix category is ready for a reset. Despite strong connections to snacking, plant-based proteins and a generally healthy reputation, the category was one of the few largely unaffected by the pandemic: finding neither gains nor losses during its heights and now seeing a slight slowdown ...

OTC Pain Management - US

“The majority of adult consumers experience some degree of regular pain. As life turns to the “next normal” and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that ...

Path to Online Purchase - US

“Shopping online has become a critical aspect of shopping in general for consumers over the last several years. The pandemic certainly accelerated consumers’ use of ecommerce across generations, and while they are returning to in-store shopping, they still use online channels for everything from discovery and research to purchasing and ...

Prepared Meals - Frozen and Refrigerated - Canada

“When the pandemic started, prepared meals sold in the frozen and refrigerated sections of grocery stores took on heightened importance. Frozen meals in particular met a specific need as they last longer and can be stocked up on. As Canada moves beyond the pandemic, the environment that bolstered the sales ...

Prepared Meals - US

“Convenience is a defining benefit of the prepared meals category, but in an increasingly competitive marketplace, convenience alone isn’t enough to drive sustained growth. Prepared meals makers must work to meet ever-rising consumer expectations for product quality, health, and taste.”

Ready Meals and Ready-to-cook Foods - UK

“While incomes feel squeezed in 2022, ready meals/ ready-to-cook foods can offer an affordable alternative to eating out. Making healthy ingredients visible will help the category respond to the predicted long-term focus on health, whilst interest in shelf-stable, vegetable-based ready meals points to an opportunity for the segment to tap ...

Role of Tech in eCommerce - US

“The acceleration of ecommerce led to rise in digital fluency and a wave of tech innovations. Emerging technology continues to evolve, as brands and consumers test the waters of AR, VR and AI. As the pandemic narrative shifts, consumers are prioritizing tech, which adds convenience and efficiency to their online ...

Social Media: Sharing and Socialising - UK

“While there are still many doubts about the metaverse concept, Mintel’s research shows significant interest in using VR on social media for a variety of purposes, especially socialising with friends. This interest highlights the worth of investing in VR and the metaverse for the major tech companies, but caution should ...

The Connected Home - UK

“With Matter bringing interactivity across a wide array of smart home products, there is the opportunity to build a platform which shows energy consumption across all the smart home devices in the household. This would enable consumers to get a holistic view of their energy usage and enable them to ...

Ready Meals - China

“The latest and largest resurgence of cases in China has accelerated the retail sales of ready meals and boosted the consumption of its less penetrated categories (ie ready-to-cook and ready-to-prepared foods). To keep the growth momentum in the post-COVID-19 period, brands can renovate traditional ready meal products to tap into ...

Retirement Planning - UK

“The retirement planning environment has so far held up well despite the challenges that the COVID-19 pandemic has placed on the market. Cost of living pressures pose a new challenge for the industry. With inflationary pressures expected to persist throughout 2022 and into 2023, consumers face tough decisions. More people ...

Social Life in Lower Tier Cities - China

“Acquaintances play a crucial role in lower tier cities. Exchanging and sharing information or even resources are important topics for lower tier city consumers to check their relationships and get closer with each other. They actively follow what their acquaintances bought on social commerce platforms and seek common experiences through ...

Sustainable Lifestyles - Ireland

“While Irish consumers show a strong level of care for sustainable practices, it remains to be seen what impact the cost-of-living crisis might have on sustainable practices, as consumers will prioritise value for money. As such, sustainable brands and products will need to justify any extra expense their products may ...

The Future of High Street Retail - Ireland

“Although store-based retail continues to face tough competition from the online retail market, there has remained a need for physical shopping destinations as they have become important spaces for socialisation, interaction and connection between consumers as the

need for a sense of community that grew during the COVID-19 pandemic has ...

Travel Hub Foodservice - UK

“Having endured an extremely challenging couple of years, UK travel hubs must now contend with the cost-of-living crisis. The threat of commuters seeking cheaper alternatives is driving travel hub foodservices to play on price, but high overheads make this unsustainable.

Providing good value is not always about being the cheapest ...

Travel Retail - UK

“As the UK moves out of the turbulent last few years, the population is starting to travel more once again. Although flexible working practices are likely to see commuter footfall remain below pre-pandemic levels, consumers are ready for a holiday. This is good news for the sector, but rising costs ...

Weight Management Trends - US

“The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It’s now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability. While emotional ‘feel good’ factors are important, weight managers ...

个人护理小家电 - China

“个人护理小家电市场在2021年取得了良好增长，消费者对更换现有电器和尝试新产品的兴趣十分浓厚。随着新兴品牌不断进入市场，竞争加剧，品牌应专注于以产品为中心的策略，以满足消费者日益多元化且不断变化的个人护理需求，在竞争中脱颖而出。此外，消费者的整体健康需求和男性消费者的购买潜力也为品牌提供了高端化和打开小众市场的机遇。”

中性化时尚 - China

“并非所有人都是出于精神追求而购买中性化产品，但大部分中国消费者接受中性化趋势所表达的自由与极简概念。舒适感与放松感的终极感受是中性化产品人气不断上升的原因。

较之对传统的顾虑，相似度太高和缺乏独特性是提及最多的购买阻碍。品牌需要在二元性别的局限之外丰富中性化风格，来适应更多场合并满足各种需求。更重要的是，仅仅‘顺应社会潮流’有其风险。明智的消费者十分清楚产品和营销活动所传达的道德信息是否一致。”

低线城市：家电与智能设备 - China

“整体而言，对于家电和电子产品，低线城市消费者展现出“轻概念，重实用”的特征。他们对于家电手机等耐用消费品的长期质量和耐用程度有更高的期待。同时希望功能性与生活场景结合，解决实际细节痛点，并能够照顾到家庭中的每一位成员。品牌可以从渠道和营销两个方面，通过更“接地气”的方式，向消费者展现产品在实际生活场景中的应用，传递物有所值的“价值感”。”

— 张泽龙，高级研究分析师

低线城市：社交生活研究 - China

“低线城市有着强烈的“熟人社会”属性，信息乃至资源的交流与分享都是低线城市消费者借以确认并拉近关系的重要话题和内容。低线城市消费者正积极在社交电商关注熟人购物动态，通过线下团购寻求共同体验的交集，以维护人际交往，这些行为都给品牌营销提供了机会。回应低线城市消费者的社交诉求，品牌可以把握办公场景、朋友圈和线上购物节的关键场景，除价格促销之外更多地关注社交内容的加持，无论是创新互动玩法增加社交参与度鼓励二次传播，还是利用好直播秀模拟线下真实体验打消购物顾虑，都能够用趣味和人情味打动低线城市消费者，帮助他们克服差评印象。”

低线城市：车主研究 - China

“随着汽车智能化程度的提高，低线城市车主的购车关注因素正由品牌导向向实用性功能倾斜。差异化的智能配置更能满足其个性化的用车需求，以及对科技感的追求。值得注意的是，即使低线城市车主对创新形式的营销活动会表现出积极的态度，他们仍更期待实际的价值。在营销本质积极正面的前提下，能够满足他们实用、娱乐需求的营销活动存在机会。”

— 袁淼，研究分析师

奢侈品与数字化 - China

“中国消费者是对线上奢侈品购物接受最迅速、态度最开明的群体之一，此外，新冠疫情加快了奢侈品品牌拥抱电商的速度。然而，数字化不仅是另一种销售渠道，而应作为全渠道零售和消费者品牌体验不可或缺的组成部分。数字化也不存在万能方法。除了在购买转化率方面仍然领先的头部电商平台外，各类数字化渠道都有自身优势，值得品牌部署。”

—— 董文慧，研究分析师

彩妆——眼部和眉部 - China

“化妆已经不仅是女性日常化妆流程一部分，还成为自我表达的一种方式。在产品层面，质地可能会是品牌与消费者，特别是年轻女性沟通时下一个重点关注的领域，而在针对成熟女性时，品牌应充分把握美妆护肤化的趋势。在精神层面，品牌不妨为产品附加更多的情感价值，比如增加定制或个性化元素，从而吸引消费者。”

—— 柴静彦，研究分析师

彩妆——面部 - China

“选择底妆产品时，消费者更注重妆效持久和贴合皮肤的宣称，这为起辅助作用的妆前乳/隔离霜和定妆产品带来发展机会。在满足服贴妆容要求的基础上，额外的护肤功效对于某些肤质的消费者（如干性或受损敏感性皮肤）可谓加分项，对成熟女性也具有吸引力。”

—— 靳尧婷，高级研究分析师

消费意愿——上半年 - China

“2022年3月大规模新冠疫情反弹打乱了中国经济的稳步复苏。虽然经济发展面临严峻挑战，但消费者财务状况和长期信心仍保持稳定。尽管目前经济指标已在6月基本回正，但下半年经济复苏仍充满不确定性。”

—— 张鹏俊，研究分析师

预加工食品 - China

对奢侈品的态度 - China

“犒劳自己日益成为消费者花费的重要动因，且这一点特别明显地体现在他们对奢侈品的定义。消费者对奢侈品的定义已演变至与精神享受相关联的词语，如“自我享受”和“令人愉悦”。这说明消费者珍视拥有奢侈品的美好体验和感受，胜于奢侈品本身。如今中国消费者对本土文化和传统非常自豪，因此国际奢侈品牌需特别关注他们对此的观点，并采用更好的方式与他们建立联系。彰显对中国文化的深入了解和尊重，以及走近本地消费者的生活可成为奢侈品牌在中国市场蓬勃发展的制胜策略。”

—— 董文慧，研究分析师

彩妆——唇部 - China

“在消费者对滋润宣称的高度期待下，唇部彩妆品牌需要解决导致唇部变干的问题，提供充分的滋润效果，特别是从技术创新入手。此外，指导消费者挑选合适的色号与提供丰富多样的色号同等重要，这要求品牌积极利用KOL营销，并投资虚拟AR试色。”

—— 何雨婷，研究分析师

数码趋势——上半年 - China

“科技产品和服务是消费者日常生活中不可或缺的工具。消费者有通过科技寻找生活解决方案的内在需求，在此推动下，对购买各种科技产品具有浓厚兴趣，即使是成熟且普遍拥有的产品。人工智能应用是科技创新的一大方向。尽管人们大多积极看待且欢迎智能功能，但科技品牌应避免在每样产品中过度使用‘智能’标签，并且应专注于完善消费者认为真正有用的功能。”

—— 邵娟，品类总监

现制酒饮趋势 - China

“小酌代表着一种生活方式。不管是与朋友相聚还是参加店内活动，许多消费者认为现制酒饮是不可或缺的一环。无酒精鸡尾酒被认为是应对过量饮酒造成的健康问题的解决方案。同时，完善的消费者旅程可以提升整体体验，从而加速后疫情时期现制酒饮消费的恢复。工作坊、品鉴会或品牌活动虽仍算小众，但也能服务带来附加值，并在长期提升业务表现。”

—— 高屹，研究分析师



"中国最新一轮、最大规模的新冠疫情病例反弹加速推动预加工食品的零售额增长，并进一步促进渗透率较低的品类（即即煮食品和即配食品）的消费。为了在后疫情时期保持增长势头，品牌可针对传统预加工食品进行革新，通过升级营养融入消费者的健康管理和体重管理日常。与此同时，品牌可聚焦适用于厨房小家电的定制化产品，为消费者提供更多便利。"