

March 2021

Activities of Toddlers and Preschoolers - US

“While toddlers and preschoolers are aware that their world looks different, they are resilient in the face of change. Brands have opportunities to help bring parents peace of mind through products and services that help support their child’s academic and social development as well as their emotional wellbeing. Done with ...

B2B Economic Outlook - UK

“The tentative dates set by the government to reopen the economy over the coming months provide hope that businesses are over the worst that the pandemic has brought them financially. However, it will still take time for things to return to pre-pandemic levels with businesses likely to still need support ...

Baking and Mixes - US

“After four years of little to no growth, the baking mixes and ingredients category experienced an unprecedented 24.7% dollar sales increase in 2020, as a result of consumers’ swift adoption and interest in at-home baking during the pandemic. Close to a third of US adults are baking more often ...

Cannabis and Health - US

“Evolving consumer health needs puts pressure on at-home treatment methods for managing newfound mental, emotional and physical stressors. Cannabis products have proved to be essential health management tools and are sought after to manage both diagnosed and undiagnosed health conditions. To keep up with consumer needs, cannabis brands will continue ...

Car Purchasing Process - UK

“Demand for cars, both new and used, has been in decline following sales peaking in 2016. Dropping to

Auto Influencers - China

“After the COVID-19 outbreak, automotive marketing models underwent tremendous change. Marketing formats such as live streaming were widely adopted by brands to meet social distancing restrictions. As such, more automotive KOLs have been emerging and become active during this period. They are not only leveraging mainstream social media, but also ...

Baby Durables - US

“The baby durables category faces some challenging and changing times ahead as lifestyles shift and consumer shopping behavior evolves. Younger consumers continue to push off milestones such as marriage and having children, causing a steady decline in the birth rate year over year. However, for parents with children and those ...

BPC Ingredient Knowledge - China

“The competition over BPC product efficacy is now intensified to the ingredient level. With branded channels, third-party platforms and professional KOLs shaping keen consumers’ ingredient knowledge, ingredient positioning can be designed from various aspects – naming, communicating, and segmentation to better resonate with consumers who are growing savvier.”

– ...

Cannabis in Canada: Food and Drink - Canada

“More than two years after cannabis was federally legalized, the industry is finding its footing in Canada and starting to live up to expectations. Edible and drinkable cannabis will play a significant role in helping this industry take the next step; they can expand usage to more Canadians since they ...

Casinos - UK

“Land-based casinos have taken a huge hit during the COVID-19 pandemic but are well placed to recover

around 10 million units in 2019, the sector was further affected by the COVID-19 pandemic during 2020 with a further fall. Looking ahead, sales will recover although as they do the market ...

Consumers and Financial Advice - UK

“The coronavirus pandemic has accelerated the technological evolution of the UK advice market. As this digital shift continues to gather momentum, advisers are benefiting from more efficient and regular contact with clients. Additionally, new opportunities are emerging to attract new audiences, including those traditionally under-served or hard to reach, through ...

Cordials and Squashes - UK

“While health was firmly on the government and consumers’ agenda before the pandemic, the COVID-19 outbreak has brought it into even sharper focus. This spotlight has upped the potential for enhanced health benefits to appeal. Cordial/squash which supports immune health or with added vitamins/minerals, for example, interests around ...

Desserts - UK

“COVID-19 has fuelled a sharp rise in dessert sales, bucking its previous ongoing decline. This ambient category has been the main engine room of this uptick; its nostalgic brands and value-for-money proposition chiming well at a time of upheaval and economic uncertainty. The increased focus on health brought about by ...

Dishwashing Products - China

“The dishwashing market saw strong growth during the pandemic and safety related features are the key focus to upgrade as consumers have become increasingly aware of hygiene habits and wellbeing in daily life post the COVID-19 outbreak. Consumers are willing to spend more on products that reassure their safety concerns ...

European Retail Briefing - Europe

“Food is clearly an essential spending area and with consumers limiting their shopping trips and time spent in-store, online grocery has benefitted, not only as

quickly, particularly if a review of gambling regulation creates new opportunities for the development of electronic gaming. Online casinos have seen an uptick in participation while people have stayed at home but could ...

Consumers and Taxes - US

“Taxes are due every year, even in a pandemic. Software dominates the DIY market, while accountants dominate the professional. For an industry that does not seem to change, tax preparers need to highlight how their strategies can prove most efficient and profitable for consumers.”

– Jennifer White Boehm, Associate ...

Cycling - UK

“Cycling has been one of the clear ‘winners’ during the upheaval of the past 12 months. The perfect set of circumstances for bike sales which the pandemic created is likely to be a one-off ‘black swan’ event. However, there is now a solid platform for sustained growth, provided the industry ...

Digital Trends - Q1 - China

“Digitalization in China has accelerated with the rapid development of internet penetration, especially in rural areas. Consumers rely more on social media activities, as many consumer trends continue to expand, such as online shopping, short videos, live streaming commerce, and gaming. Big internet and manufacturing companies continue to build up ...

Electrical Wholesalers - UK

“Online trading and click-and-collect services have become more important than ever during the COVID-19 pandemic and the crisis has further highlighted the need for robust and futureproof e-commerce strategies.

Families - UK

“While the lockdown periods have been challenging for all consumers, there can be little doubt that the closure of schools meant that families were among the hardest

consumers sought to purchase essential items in a safe way, but also as they looked to indulge themselves to compensate for the high levels of ...

Fintech and the Canadian Consumer - Canada

“The use of branches has declined during the pandemic as usage of mobile apps and digital tools surges ahead. While some of these adopters will continue to use more digital, many customers are yearning for a human connection and will return to branches as the pandemic recedes.”

Gig Economy - US

“The gig economy has grown in popularity over the past few years, as people keep looking for alternative ways to make money on their own time. During the pandemic, delivery services were in high demand, as consumers feared contracting COVID-19. The gig workers delivering these essential services were among the ...

Hábitos de Higiene Pessoal - Brazil

“A pandemia elevou a essencialidade das categorias de higiene pessoal. Apesar do isolamento social, os brasileiros aderiram a hábitos de higiene mais intensos, incluindo em sua rotina o uso de produtos até então considerados nicho, como sabonete líquido, álcool em gel e lenços umedecidos. As marcas encontram espaço propício para ...

Hispanics: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US

“While COVID-19 didn’t prompt Hispanics to prioritize spending on non-alcoholic beverages, its impact on their day-to-day lives drove increased purchases as more time at home created more drinking occasions. Because occasion matters much more to Hispanics than wellness/BFY/functional claims, marketers may benefit from focusing their efforts on understanding ...

Holiday Trends - China

hit as many parents were forced to juggle home schooling and childcare responsibilities with the shift to working from home. But with modern ...

Fleet Services - UK

“Although COVID-19 has disrupted the fleet services market, the industry retains its underlying strength. The growing popularity of EVs, bolstered by government action, has seen their registrations increase in spite of significant falls in new registrations for 2020.

The market will continue to be driven by environmental concerns shaping the ...

Hábitos de Consumo de Snacks - Brazil

“Após um ano desde o início da pandemia, muitos brasileiros vêm sentido impactos na saúde física e mental. Isso os leva a consumir snacks mais saudáveis rotineiramente como uma forma de cuidar da saúde física e também consumir snacks indulgentes que proporcionem alívio ao estresse e momentos de diversão como ...

Healthy Dining Trends - US

“In recent years the percentage of diners making healthy choices has grown, and the majority of consumers who order from restaurants continue to select healthy menu items at least some of the time. However, the COVID-19 pandemic has caused a decline in balanced dining, with more consumers going the direction ...

Holiday Car Hire and Self-drive Holidays - UK

“Car rental companies abroad can benefit from higher demand for holidays in quieter areas to stay, where having a car would be useful. However, enhancing the flexibility of the car hire experience will be essential to capitalise on future growth potential. Meanwhile, the expected staycation boom in 2021 creates opportunities ...

Hot Pot Dining - China

“Nature will be a key driver to capture holiday consumption during weekends because consumers crave being close to nature in their leisure time after COVID-19.

Price-quality balance and responsible consumption can motivate holiday participation. Affordability has become more important to encourage purchasing among Gen-Zers. Activities inspired by responsible consumption can ...

In-store Experiential Retailing - US

“The in-store shopping experience has been forever changed. Moving forward, next-generation brick and mortar retail experiences will be shaped by digitally enabled technologies that will make the shopping experience more efficient and inviting. Modern retail concepts will emerge and entail increased emphasis on cleanliness, atmosphere and community, and this in ...

Luxury for Gen Z - China

“As the purchasing power of Gen Z rises, their needs and definition of luxury are also being reshaped. For Gen Z consumers, luxury is not just about individual products, but a way of life and form of emotional expression that can help them express their identities. In addition, new marketing ...

Luxury Vehicles - US

“Luxury automotive has undergone an evolution over the past few years. What was once a pinnacle of older class and style, now caters to a younger consumer base seeking sustainable, tech-forward and stylish vehicles. That said, luxury vehicles still have a serious issue in terms of perceived value and will ...

Marketing to Affluent and HNW Consumers - US

“There are millions of wealthy Americans, many of whom have not suffered much – or have even benefitted – as a result of the financial conditions of 2020. Most are older adults who have actively avoided contact with those outside of their households during the pandemic but, once they are ...

Media Trends Spring - UK

“Relentless innovation on hot pot menus seems no longer sufficient to secure long-term prosperity. Efforts to engage booming consumer groups such as pet owners and to incorporate Chinese elements amid sizzling national pride will become new approaches to differentiate, along with the rise of regional hot pot and the premiumisation ...

Innovations in Insurance - US

“The immediate effects of the COVID-19 pandemic on the insurance industry have been mainly technological. Consumers are increasingly comfortable with the digitization of healthcare, but have been slower to adopt technology offered by insurance providers. Younger consumers are more willing to allow their data to be tracked, but insurers have ...

Luxury Travel - US

“The general market consumer has been an increasingly important participant in the luxury travel market for the last several years. They have become even more visible as the COVID-19 pandemic has kept much of the traditional luxury travel demographic in their homes. In discovering how the expectations of the general ...

Major Household Appliances - US

“The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for major household appliances. A culmination of factors in 2020 led to heavier appliance usage for the year, yet these levels won't be sustained as consumers start to spend more time outside ...

Marketing to Gen Z - China

“Gen Zers, raised in a diversified and digitally-connected environment, have grown up to be a group of self-confident consumers. Instead of following traditional norms of success, they tend to live a flexible life path with an inclusive mindset. Meanwhile, they are eager to present their assertive nature by insisting a ...

Men's Haircare and Skincare - UK

“The outbreak of COVID-19 significantly impacted people’s media habits, with TV platforms the early big winner. Behaviour at the end of 2020 was overall fairly stable compared to the initial pandemic period. Audio content, such as music and podcasts, is performing particularly strongly, presenting further opportunities for audio streaming services ...

Menswear - UK

“The menswear market has been hard hit by the COVID-19 outbreak as it has removed the main drivers for purchasing new clothes. Menswear specialists, in particular those specialising in formalwear, have suffered the most as men embrace more casual outfits. The long-term prospects are that the menswear market will return ...

Mortgages - Ireland

“Despite the disruptions to the market brought about by the COVID-19 outbreak, there remains strong demand for new mortgages among Irish consumers, which, together with the fact that interest rates remain low and most consumers have managed to emerge from the pandemic unscathed, augurs well for the short- to medium-term ...

Online and Mobile Retailing - Ireland

“COVID-19 has drastically propelled consumers’ engagement with online shopping. As a result of store closures and mounting anxiety about in-store shopping, more shoppers moved online and there has been significant infrastructure investment to support future demands. The future of ecommerce looks promising, though online is not immune to fragile consumer ...

Online Grocery Retailing - France

“The huge surge in online grocery shopping due to the COVID-19 epidemic is translating into increased competition for the large players. This is because beyond the success of Drives and home delivery services, other channels have also benefitted from the explosion in demand during the two lockdowns in 2020. These ...

Online Grocery Retailing - Spain

“COVID-19’s impact on men’s haircare and skincare was polarised, improving the outlook for skincare, whilst creating a more challenging environment for haircare. Reduced usage of haircare in the short term, with the styling segment seeing particularly subdued demand, will see preferences shift, meaning brands that respond with relevant NPD and ...

Mobile Phones - UK

“Our consumer research has highlighted how important a smartphone’s battery life and pricing are to Generation X and Baby Boomers in particular. These age groups are also more likely to have switched smartphone brands with their current device, meaning there is an opportunity for companies to convince them to switch ...

National Newspapers - UK

“While the pandemic has been very difficult for the market, reliable reporting throughout the crisis has enabled national newspapers to reassert their importance to a society bombarded with fake news. As print continues to decline in importance, publishers are exploring more opportunities across media sectors, including social media, radio and ...

Online Grocery Retailing - Europe

“Online grocery has benefited from the COVID-19 outbreak in Europe having registered a strong uptick in sales during 2020. However, many grocery retailers were quickly overwhelmed by the unprecedented demand and struggled to adapt to the new retail landscape emerging from the pandemic. Even those that didn’t previously offer home ...

Online Grocery Retailing - Italy

“The major store-based grocery retailers were wrong-footed by the sudden surge in demand for online grocery shopping during the COVID-affected 2020 and this benefitted online-only grocery retailers, such as Cicalia, online-only grocery delivery providers like Everli and online-only generalists such as Amazon. Although 2020 saw dramatic growth in the value ...

Online Grocery Retailing - UK

“COVID-19 has brought an accelerated shift to online grocery shopping in Spain and the grocers must find ways to offer this profitably. But COVID-19 has also brought recession and the hard times are not over yet so we can expect many consumers to rein in their spending, presenting further challenges ...

Oral Care - China

“The importance of oral care is not just about maintaining hygiene; it’s a crucial part of people’s health and beauty routines. For one thing, oral care products could be positioned more holistically in relation to health and expand their territories to treat more oral health issues; for another, the appearance ...

Personal Care Appliances - China

“Thanks to consumers’ constant pursuit of healthier lifestyles and easier personal care treatment, the China personal care appliances market has thrived in the past few years and may continue to expand at a steady pace going forward. E-commerce has accelerated product penetration and lowered the barrier to new products entering ...

Private Label Food and Drink - US

“Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an ...

Smoking Cessation and E-cigarettes - UK

“The pandemic has increased smoking and vaping frequencies, despite smokers being more concerned about their respiratory health and the impact that COVID-19 could have on them. In addition, with access to health professionals being hindered by the pandemic, many may have postponed plans to quit. The smoking cessation category also ...

Snacking Consumption Habits - Brazil

“Online grocery was not just the leading growth area in the grocery sector in 2020, but across all of UK retail. A combination of consumer concern and greater in-home food and drink demand served to not only see the channel record growth during the periods of lockdown but throughout the ...

Packaged Bread - US

“After nearly a half-decade of little growth, COVID-19 rejuvenated the bread category across segments. Strong ties to comfort, versatility, affordability and convenience are at the core of growth in 2020, as consumers worked and learned from home and were forced to shift a large portion of food dollar spend to ...

Personal Hygiene Habits - Brazil

“The COVID-19 pandemic has raised the importance of personal hygiene categories. Despite the social isolation, Brazilians have adopted more intense hygiene habits, including in their routines the use of products hitherto considered niches, such as liquid soap, hand sanitizer and wet wipes. Brands find a favorable context to innovate with ...

Quick Service Restaurants - US

“Quick service restaurants stood to benefit the most from the COVID-19 crisis thanks to their affordability and their longstanding investments in drive-thru, takeout and delivery. They’re also viewed as the safest and most convenient meal solution for many American families right now and for the foreseeable future. QSRs will need ...

Snack, Nutrition and Performance Bars - US

“The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

Specialist Food and Drink Retailers - UK

“After a year since the beginning of the COVID-19 pandemic, many Brazilians have been experiencing impacts on physical and mental health. This has motivated them to consume healthier snacks as a way to take care of their physical health and also to consume indulgent snacks that provide stress relief and ...

Still and Sparkling Water - US

“The pandemic resulted in relatively strong sales of bottled water and further solidified its status as a necessary staple product in the minds of many core category consumers, a designation that will benefit the category for years to come. However, the loss of key social occasions weighed down the market ...

The Banking Experience - US

“Banks were considered essential and kept open during the peak of the COVID-19 pandemic, but no one was really visiting their local branch out of concerns for virus exposure. Although vaccinations are becoming more widespread, the accelerated adoption of digital banking by a number of banking customers over the past ...

The Circular Economy - US

“Alternative shopping options were not exempt from the devastating effects of the pandemic. Despite consumers’ precautions due to the coronavirus, the economic and environmental benefits of alternative options are making them stand out from traditional retail. With the rise of new ways of acquisition, opportunities among new target segments and ...

Travel Money - UK

“Travel money providers have suffered an unprecedented drop in demand over the last year, and their future prospects are reliant on recovery in the wider travel industry. This should begin in the second half of 2021 but disruption will persist beyond this. Consumers are seeking flexible solutions that offer reassurance ...

Trends in Health & Wellness - China

“Consumers are increasingly paying attention to their health, physically, mentally and socially. They are more

“Specialist food and drink retailers have suffered in a year like no other in recent times. With the economy struggling as the pandemic took hold, wages dropped and footfall on the high street plummeted as online retail surged. There is light at the end of the tunnel now however, and ...

Tableware and Cookware - UK

“Despite new avenues for growth, spending fell by 1.2%, as this was unable to offset the impact of financial pressures, store closures and the restrictions on socialising in 2020. Moving forwards, the market is set for a windfall of new and pent-up demand as these restrictions ease in 2021 ...

The Budget Shopper - Canada

“Consumers will come away from the pandemic being choosier about which businesses they want to support as ideas surrounding value and what’s essential have likely been recalibrated. Where ‘basic’ meant affordable and safe at the start of the pandemic, consumers will seek to support businesses that offer value in the ...

Toilet and Hard Surface Care - UK

“The COVID-19 outbreak generated a surge in home cleaning occasions, which translated into a notable rise in overall value sales of the toilet and hard surface care products market. Although the market is expected to experience a gradual decline as people return to spending more time away from home, homecare ...

Trending Flavors and Ingredients in Snacks - US

“In an increasingly crowded market snack brands will have a challenge to stand out, and ironically BFY ingredient and flavor innovation may be the way to break through despite the competitive landscape. The behavior and attitudes of younger adults, who are the heaviest snackers, suggest that they want more of ...

UK Retail Briefing - UK

“Amazon Fresh and it’s Just Walk Out Shopping lives up to its promise, feeling truly like no other shopping experience. However, what is most surprising is that Fresh is not just a technological show, but a top-tier

aware of being overweight, are seeking “effortless” solutions to help them adopt healthy living habits, and are more conscious of prioritising time with family and friends as an important action to improve emotional health. With ...

White Spirits and RTDs - UK

“The COVID-19 outbreak boosted retail sales of white spirits and RTDs in 2020 but is likely to erode sales longer term by accelerating the alcohol moderation trend. Further NPD in lower calorie, low/non- alcoholic spirits alternatives would help companies to better appeal to the health-conscious. Products with experiential aspects ...

个人护理小家电 - China

“得益于消费者对更健康生活方式和更便捷个人护理的不懈追求，中国个人护理小家电市场在过去几年蓬勃发展，并且有望继续稳步向前。电商加速了产品在市场上的渗透，并降低了新产品进入市场的门槛，尤其是随着直播带货的兴起和全渠道购物体验的提高，个人护理小家电市场欣欣向荣。随着“她经济”的兴起，个人护理小家电市场已开发出更加多样化的产品来满足女性的新兴需求，例如专业级的效果，这促使品牌创新设计出更可靠和强大的功能，并打造更人性化的产品。”

— 吴梦莹，研究分析师

口腔护理 - China

“口腔护理的意义不仅在于保持清洁，也是人们健康和美容流程中至关重要的一部分。一方面，口腔护理产品需要与消费者的整体健康联系起来，扩大其使用范围，针对更多的口腔问题；另一方面，牙齿外观变得与口腔健康同样重要，这带动了牙齿美白产品的增长。从包装到成分，口腔护理产品都可以借鉴美妆行业的趋势吸引消费者，但仍需要更多市场教育。”

— 李玉梅，副总监

在这篇报告中我们探讨了以下议题：

数码趋势 — 一季度 - China

“互联网普及率增长，尤其是农村地区的互联网普及率快速攀升，加速中国数字化进程。随着网购、短视频、电商直播和游戏等众多消费趋势继续普及，消费者更加依赖社交媒体活动。随着互联网流量红利消退，大型互联网企业

modern convenience store that can go toe-to-toe with rivals on the basics of ...

Z世代奢侈品消费 - China

“随着Z世代购买力的提升，他们对奢侈的需求和定义也在不断改变。对Z世代而言，奢侈品不仅是产品，还是可以彰显其身份的生活方式和一种情感的表达形式。此外，奢侈品牌采用的新市场营销和科技手段，如盲盒和虚拟娱乐也越来越受到Z世代欢迎，很有可能驱动未来增长。随着越来越多的奢侈品牌拥抱社交媒体和虚拟娱乐，它们与Z世代的连接也会加强。”

健康生活趋势 - China

度假趋势 - China

“自然风光将成为推动周末消费的主要引擎。新冠疫情后，消费者更渴望利用休闲时光亲近自然。”

性价比和负责任的消费能吸引大众参与旅游度假。对Z世代来说，平价亲民变得越来越重要。相比价格因素，旅游预算更高的亲子家庭更看重负责任消费，相关主题活动能吸引高预算的亲子游客。”

— 赵凌波，高级研究分析师

汽车意见领袖 - China

“新冠疫情后，汽车营销模式发生巨变，为保持适当社交距离，线上直播等形式被品牌广为接受。大批汽车KOL顺势崛起，不仅活跃在主流社交媒体，同时也入驻短视频直播平台。大部分消费者对汽车KOL持积极态度，并认

和制造业公司将继续打造自己的生态系统，以留住消费者。智能手机影像主导了相机品牌的原有市场。相机品牌需要利用基于场景的功能在非必需品市场环境下寻求增长，并追上视频化和社交化等最新消费趋势。”

— 张鹏俊，研究分析师

火锅餐饮 - China

“火锅菜单的持续创新似乎不再能确保企业长盛不衰。致力于吸引宠物主人等新兴消费群体，以及融合中国元素来回应消费者强烈的民族自豪感将成为实现差异化的新方法。同时，地方风味火锅崛起，而高端化趋势也从火锅本身上升到整体菜单层面。新冠疫情削弱了线下餐饮市场，但同时也催化了零售趋势，火锅经营者需要谨慎选择销售的产品，以避免来自预加工食品和零食品牌等大量相邻业态的激烈竞争，这些业态也在开发相关火锅零售组合。”

— 俞文，研究分析师

针对Z世代的营销 - China

“在多元化和数字化环境中长大的Z世代消费者，已经成长为一个颇具自信心的消费群体。他们不遵循传统标准的成功路径，而倾向于以包容的心态，选择更灵活的人生道路。同时，他们愿意通过坚持自定义的“消费哲学”来展现其坚定的信念，其“消费哲学”包括强调功能性产品的颜值和支持有益社会的事业。

在经济低迷和过度依赖互联网的环境下，Z世代消费者面临着压力和焦虑，品牌也可从中挖掘更多商机。品牌若能助力年轻消费者平衡线上与线下活动，改善其心情，或令其尽情玩耍、探寻自我的更多可能性，年轻消费者自然会被这样的品牌吸引。”

— 邵愉茜，研究分析师

同他们的价值。汽车KOL已经成为品牌与消费者之间重要的传达方式，同时也是品牌推广的重要手段。比如抖音，已上升成为与微博微信一样的KOL活跃平台。

跨界KOL对汽车产品同样有着不可忽略的影响力。尤其是年轻消费者，他们对KOL的价值认同感会上升至对其推荐产品的信任感，这种信任会让消费者愿意为KOL推荐的产品买单。同时，如今的消费者不仅愿意在直播间购买汽车周边产品，也已经普遍能接受KOL推荐的汽车大宗商品，这说明了KOL具备直播带货汽车的潜力。”

— 袁淼，研究分析师

美容成分认知 - China

“美妆与个人护理产品的功效之争愈演愈烈，现已上升到成分层面。随着品牌渠道、第三方平台和专业KOL（关键意见领袖）正塑造消费者敏锐的成分认知，品牌可从不同角度设计成分定位，比如在命名、宣传和细分上下功夫，从而更好地与日渐成熟精明的消费者产生共鸣。”

— 尹昱力，研究分析师

餐具洗涤用品 - China

“新冠疫情期间，餐具洗涤市场出现强劲增长态势。疫情后，随着消费者日常生活中卫生习惯与健康意识的日益提高，与产品安全相关联的特性也成为了产品升级的关键所在。消费者愿意花更多的钱，购买那些可以让他们放心的安全产品。与此同时，他们也开始寻求环保解决方案，以期未来的可持续发展提供保障。”

— 靳尧婷，研究分析师