

May 2023

Accessing the Internet - Canada

"Internet is an essential service that's integral to the lives of nearly all Canadians. COVID-19 had highlighted the importance of affordable access to unlimited home internet, a service that most consumers report is crucial to maintaining their lifestyle. In recent years, the government has made great strides towards its goal ...

Bakery Houses - China

"The purchase channels for bakery products are being diversified which challenges the share of bakery houses, with threats brought by coffee and tea houses crossing the boundary. Therefore more drink options could be offered in offline outlets to blur the line and win back consumers' visitation. Meanwhile, Western-style store could ...

BPC Ingredient Knowledge - China

"Consumers' enthusiasm for natural ingredients presents opportunities for manufacturers to explore the possibility of replacing effective natural ingredients as an alternative to stronger ingredients associated with potential irritation to skin. Brands could leverage the safety and mildness of natural ingredients while educating consumers on their advanced efficacy. Focusing on solving ...

Busy Lifestyles - Brazil

"The COVID-19 pandemic has shown Brazilians that many day-to-day activities can be done online, and this continues to be the main action taken to save time. Gender inequality is still very present, burdening most Brazilian women."

- Laura Menegon, Research Analyst – Latam

This Report looks at the following areas:

Car Purchasing Process - US

Attitudes Towards Prestige BPC Products - China

"Ultra safety is the foremost value of prestige skincare brands, which must safeguard the on-going advancement of efficacies. Domestic prestige brands can leverage the locality (eg ingredients, concepts, visuals, well-being programs) to compete with established foreign players, focusing on promoting brand awareness and consolidating product efficacies."

Beauty Devices - US

"Makers and marketers of beauty devices can attract users by promoting affordability, educating consumers on the benefits of usage and positioning products as part of self-care wellness. To help the category continue to grow, it's important that players don't forget to promote the enjoyment and fun of using new beauty ...

Business Travel: Meetings, Incentives, Conferences and Exhibitions - US

"The MICE travel industry is on the brink of full recovery from the pandemic, but that isn't to say it the same. Remote working has further blurred the lines between work life and home life, and workers are now seeking the same fluidity in work and leisure in professional events ...

Car Insurance - Ireland

"While there are definite challenges facing the car insurance market – not least the impact of inflation on consumers' finances and the impact of claims inflation on insurers' own profitability – the obligatory nature of car insurance makes the industry fairly resilient. The current challenges can be seen as largely ...

Cider - UK

“Despite ongoing economic and automotive market challenges, consumers still indicate an interest in purchasing a car. Although this may be aspirational for some, it is essential for retailers to maintain a strong presence across all channels to capture the interest of potential buyers. Looking ahead, dealerships must adapt their sales ...

Cleaning the Home - Canada

“Cleaning habits have become somewhat less intense compared to the height of the pandemic. While eliminating germs continues to be a strong motivator, consumers are also driven by less direct benefits associated with a clean home, like decreased stress and a calm environment. The economic pressures facing households will have ...

Consumer Financial Resilience - UK

“Consumers continue to endure a prolonged income squeeze and survival is a priority. Longer-term financial resilience has not been forgotten and saving for the future is engrained in consumer behaviour, but is a secondary concern for many. While savings are key, consumers must not forget about other financial products that ...

Cuidados com o Cabelo - Brazil

“Em 2022, diante de um contexto econômico complexo, os brasileiros tiveram de adotar estratégias para economizar, seja optando por marcas mais acessíveis ou simplificando a rotina, o que também os levou a reduzir ou evitar as visitas a salões. Ao mesmo tempo, a queda de cabelo foi uma condição que ...

Delivery Services and Meal Kits - Canada

“While the pandemic may have accelerated the usage of online ordering and meal kits, the end of lockdowns does not portend these industries’ demise. A broader share of consumers claim they are ordering groceries online as the ubiquitous adoption of mobile technology enables new behaviours and habits. Although rising prices ...

Dishwashing Products - UK

“The cider category faces the challenge in the immediate term from the income squeeze, and in the longer term from the ageing population. Meal pairing suggestions and raising awareness of cider’s suitability for cocktails should help brands to capitalise on people spending more time at home for financial reasons. Meanwhile ...

Construction - UK

“The construction sector regularly exaggerates GDP changes, and with recent substantial macroeconomic movements relating to Brexit, the pandemic and now inflation/higher interest rates, market movements have been significant as have supply chain and skill availability issues. It also serves vastly different sectors of the economy, all of which have ...

Consumers and Screens: TV, Smartphones, Tablets and Computers - US

“Screen device technologies are constantly evolving, but content and use cases that take advantage of these capabilities often lag behind. Businesses need to stay up to date to remain competitive and to avoid overextending themselves chasing fleeting gimmicks.”

Customer Loyalty in Retailing - UK

“There has been a drastic shift in the landscape of loyalty schemes since even before the pandemic, with loyalty and rewards schemes now a prerequisite for retailers. Digital disruption and new generational influences mean the nature of loyalty is changing. Ubiquity of loyalty schemes means engagement is high, but with ...

Digital Channels in Financial Services - UK

“Although satisfaction with digital channels is high, especially with younger consumers, providers, this could be tested through the cost of living crisis. Complementing digital channels with strong customer service and ensuring the availability of a ‘human touch’ for more complex financial tasks will provide consumers with the convenience they seek ...

Electrical Wholesalers - UK

“The performance of the hand dishwashing segment has prevented the overall market from slipping into decline. More considered usage of the dishwasher, combined with savvy shopping habits, has significantly impacted sales of the higher value machine dishwashing product segment. Growth opportunities still exist though, and consumer concerns around water consumption ...

Estilo de Vida Ocupado - Brazil

“A pandemia mostrou aos brasileiros que muitas atividades do dia a dia podem ser realizadas online e este segue sendo o principal recurso para se ganhar tempo. A desigualdade entre gêneros continua sendo muito presente, sobrecarregando a maioria das mulheres brasileiras.”

– Laura Menegon, analista de pesquisa - Latam

Family Entertainment - US

“The types of activities and experiences families can enjoy together continue to evolve thanks to emerging technology and immersive in-person offerings. That said, at the core, it’s all about the time they are spending together. For parents, it’s less about the quantity of time with their kids and more about ...

Financial Information & Advice - Canada

“The majority of investors are overwhelmed by the amount of investment information available. While financial advisors are the preferred resource for investing information, many younger investors are also using a variety of online resources including social media, though there is scepticism about the credibility of social media investment advice.” ...

Foodservice - Brazil

“A categoria de foodservice foi fortemente impactada pela pandemia, mas ultimamente a categoria voltou a se reerguer, com diversas redes expandindo operações. O principal desafio agora é a alta dos preços, que vem forçando o consumidor a comer menos fora de casa e a escolher restaurantes e pratos mais baratos ...

“On-demand delivery expectations by customers are growing and the need for speed, flexibility and agility in the market is higher than ever before. This requires electrical wholesalers to not just invest in their digital capabilities but also their distribution operations to meet the evolving market needs and provide greater product ...

Facial Skincare - US

“Consumer engagement across foundational daily-use formats such as moisturizers, cleansers and lip balm continues to rise, leading to overall sales growth for the total category. However, the democratization of claims, ingredients and formats once reserved for the premium segment have infiltrated the mass market, thanks to consumer demand for convenience ...

Family Planning and Pregnancy - UK

“Since the COVID-19 pandemic's ‘baby boom’, perspectives on family planning have shifted and hesitancy to start or expand families due to the cost of living crisis. Although this may disadvantage the category, it remains important for brands to personalise and support the journeys of aspiring and new parents. This ...

FinTech Challengers - UK

“The difficult economic environment has seen many FinTechs find it difficult to raise funding, with valuations falling. For consumers, there is more caution as household finances are squeezed, leading to a preference for established brands. However, innovative new providers that can offer cost savings and advanced budgeting tools have an ...

Foodservice - Brazil

“The foodservice category was heavily impacted by the COVID-19 pandemic, but has managed to recover, and several chains are currently expanding operations. The main challenge now is rising prices, which have been forcing consumers to eat out less often and choose more affordable restaurants and dishes. Expanding the menu with ...

Foodservice Loyalty - US

"Amidst the noise of a multitude of loyalty and subscription programs in the foodservice market, one obvious concept bears repeating – foodservice loyalty cannot exist without providing high-quality food/beverages and service, and it will not sustain without meaningfully engaging loyal consumers. While operators have many successful examples of loyalty ...

Furniture Retailing - China

"Consumers prioritise practicality and functionality when choosing furniture products, while still valuing the unique design and aesthetics of furniture that allow them to express their personality and taste. Furniture brands should strike a good balance between functionality and distinctive design. Additionally, there is increasing demand for furniture specially designed for ...

Haircare - Brazil

"In 2022, due to a complex economic environment, consumers had to adopt strategies to save money, whether by choosing more-affordable brands or by simplifying their haircare routines. Consequently, they reduced their visits to beauty salons – or avoided them altogether. At the same time, hair loss has affected almost a ...

Holidays to Spain - UK

"Demand for holidays to Spain will continue to improve in 2023, however, high inflation will prevent the market from recovering as quickly as it would under more stable economic conditions. Nonetheless, affordability will be a key competitive advantage for Spain in the current environment and will play a vital role ...

Home Linens - US

"The past few years have prompted consumers to focus on re-examining their home space. For many, the home is an extension of self, and consumers seek home linens that complement their unique personalities. However, consumers expect their home linens to provide health and beauty benefits in addition to being aesthetically ...

Format and Texture Trends in BPC - China

"Consumers are becoming more discerning; while they are willing to pay more for the novelty of texture/format, their expectation on efficacy and convenience is also high. This calls for brands to further innovate on the texture sensory and absorption rate, as well as a formula's lasting performance through the ...

Grocery Retailing: In-store and Online - US

"The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

Healthy Lifestyles - Canada

"While a new car or gaming console may be off the table during tight financial times, can you really put a price on your health? The tools to lead a healthy lifestyle are a permissible indulgence and an investment in one's future for many Canadians. Brands can appeal to consumers' ...

Home ISPs and Bundled Services - US

"Speed and reliability are the key factors consumers look for in home internet service. Price is important and more engaged consumers will work the system to create value themselves. Meanwhile, as traditional mobile wireless makes a stronger push into the market, and as home internet providers increasingly offer mobile phone ...

Hot Dogs and Sausages - US

"The influence of accessible pricing and easier prep make the hot dogs and sausages category a good entry point for young adults as they transition into independent meal and snack responsibilities and beyond. Yet brands must reinvigorate notions of applications, occasions and even tastes to stay relevant."

– Mimi ...

Household & Cleaning Appliances - China

“With rising demand for a clean and healthy home living environment, the outlook for household and cleaning appliances remains positive. The growth opportunity lies in solving cleaning pain points, such as different flooring materials and dead corners. Smart cleaning solutions using advanced technologies is a key innovation direction. Meanwhile, floor ...

IT Services - UK

“The term ‘tech-celeration’ is being adopted to describe the constantly accelerating rate of development driving the IT sector. There is no shortage of developments driving rapid and profound changes to the IT structure and the capabilities and prospects of organisations that correctly adopt them. The IT services market development is ...

Lifestyles of Luxury Car Owners - China

“The luxury car market has ended years of rapid growth and begun to slow down. New luxury brands such as Tesla have become the main growth driver in the luxury car market, which also means that the position of traditional luxury brands is further challenged. Compared with the past, luxury ...

Major Sporting Events - UK

“Major international events are becoming important drivers of the commercial development of women’s sport, attracting growing audiences and earning parity with their male counterparts in how consumers view them, watch them and spend around them.”

Marketing to Gen Z - US

“Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven’t stifled optimism ...

Marketing to Over-55s - China

Ice Cream and Frozen Novelties - US

“Frozen treats enjoy a place of importance in the eyes of US consumers. Even amid price hikes and sugar concerns, 94% of shoppers purchase products in the category, speaking to the power of enjoyment. Brands must capitalize on the value of enjoyment but avoid going too far into treat or ...

Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

Major Domestic Appliances - UK

“Already impacted by a natural rebalancing of in-home demands post-pandemic, the cost-of-living crisis and housing market slowdown as a by-product have taken a toll on the major domestic appliances sector. However, disruption also opens up new areas of demand, with energy efficiency the standout performer. In fact, half of consumers ...

Managing Emotional Wellbeing - China

“Stress ranks as the current top cause of emotional issue of Chinese consumers. The jobless, low-earners, young generations, solo-living consumers and new moms are seen as more vulnerable to mental issues. Consumers now are seeking for emotional wellbeing through more relaxing and accessible ways, such as de-stress leisure activities, going ...

Marketing to Hispanic Gen Zs - US

“Hispanic Gen Zs are in need of guidance reaching their goals as they are impacted by current financial uncertainty and anxious about establishing their financial footing but still strive for major milestones – like buying a home – by the time they turn 30. Though their current focus is on ...

Men's Haircare and Skincare - UK

“China is experiencing rapid growth in its older demographic, while stereotypes of old people have to be broken. In reality, the over-55s are a complex group of consumers; they are modern and independent consumers who are increasingly adapting to digital tools and channels, while at the same time highly reliant ...

Mortgages - UK

“Mortgage lending remained resilient in 2022, but the outlook is more challenging. The cost of living crisis is mounting pressure on household finances, causing mortgage owners to worry about their ability to afford their payments and making homeownership seem unattainable for non-homeowners. Nonetheless, the demand for homeownership remains high, suggesting ...

Multicultural America: Leisure and Entertainment - US

"Inflationary conditions are shaping consumer participation in leisure and entertainment activities. However, after years of restricted participation and an increased focus on mental wellness, consumers are looking more to trade-offs than to complete cutbacks. From a multicultural perspective, activity preferences and associated benefits like leisure time being good for mental ...

Online Grocery Retailing - France

“Shopping online for groceries is well established in France, but the sector is dominated by the ‘Drive’ click&collect model. The huge boost to demand from the pandemic resulted in a diversification of options for shoppers, with enormous expansion in the rapid delivery market. As the market recalibrates, home delivery is ...

Online Grocery Retailing - Spain

“With safety top of mind, the onset of the COVID-19 pandemic drove record numbers of people to shop online for groceries in 2020. Three years later, and with the worst of the crisis over, more than half (55%) of Spanish consumers continue to shop for groceries online, with the service ...

OTC Analgesics and Cough, Cold and Flu Remedies - UK

“Men’s haircare and facial skincare benefitted from expected value growth in 2022, boosted by inflationary price rises. Brands can combat savvy shopping behaviours amid the current income squeeze and strive to add value in ways beyond price, whether this be around purchase experience or loyalty rewards, for example. Innovation in ...

Mother's Day - UK

“While the pressure on household finances is expected to ease a little by Mother’s Day 2024, value will still be a top priority when shopping for Mother’s Day gifts. With the concept of ‘value’ evolving beyond cost, retailers have the opportunity to shape how this is communicated across gifting ranges ...

Online Grocery Retailing - Europe

“Having registered a strong uptick in sales at the height of the COVID-19 pandemic over 2020/21, the European online grocery retailing market entered correction territory in 2022 posting a decline of just under 6%. As the market recalibrates the sector still presents good prospects for retailers as it becomes ...

Online Grocery Retailing - Italy

“The online grocery retailing market in Italy has continued to defy expectations, with the proportion of consumers who say they do all or most of their grocery shopping online having grown between the pandemic-boosted year of 2020 and 2023. Additionally, those most frequent online grocery shoppers say they are shopping ...

Online Grocery Retailing - UK

“As expected, sales within the online grocery channel were in consistent decline in 2022 as the market rebalanced post the peak use of the channel in 2020-21, with further declines forecast for 2023 before longer-term growth returns. Pressure on finances has added to this, with some moving away from the ...

Package vs Independent Holidays - UK

“The market has surpassed its pre-pandemic value as cases of cough, cold and flu have all risen to almost pre-COVID-19 levels. The categories are also less impacted by the income squeeze compared to others, as the infrequent purchase of products, alongside the premium consumers place on their health, means there ...

Pasta, Rice and Noodles - UK

“Value growth in the category has been largely inflationary in 2022, with volumes broadly stagnant. Once consumer incomes recover, the market will face growing pressures. Exploring use of these meal components outside of the main meal occasion and added health hold potential for maintaining engagement, given consumer interest.”

Prepared Meals - Ireland

“Continued inflation has put more pressures on consumer spending, and has seen consumers avoid more pricey foodservice outlets. This in turn has helped to drive more consumers to use prepared meals at home. Prepared meals that can effectively re-create the restaurant experience are likely to be hold strong appeal.” ...

Quick Service Restaurants - China

“The industry of quick service restaurants is expected to keep growing with even fiercer competition. Full service restaurants and street booths are additional competitors for businesses. Brands must maintain their competitive edge in convenience, keep an eye out for chances to extend and premiumise their offerings, and secure the mindshare ...

Seniors' Wellbeing - China

“Given the standards for healthy Chinese older adults emphasises the importance of helping seniors live healthily physically, psychologically and socially, these three aspects will become the future directions for companies and brands that wish to tap into the seniors' wellbeing sector. Companies and brands should also 'listen to' seniors' health ...

Sleep Health - US

“The security that package holidays offer has become a less important purchase driver as a result of increased confidence in travel. However, the segment still has the potential to benefit from interest in all-inclusive holidays as more consumers look to control costs. Meanwhile, short breaks overseas remain under pressure, which ...

Poultry - US

“Poultry dollar sales growth, while highly dependent on inflation also continues to benefit by retaining the reputation as affordable protein. A staple in most households, brands can increase frequency and consumption occasions by offering versatile, convenient and nutritious products that remind consumers of the value of poultry.”

– Sydney ...

Produce - US

“Consumers and brands readjusting post-pandemic are now stumbling over inflation, but the impact on produce has been complicated. While a reshuffling of preferred purchase selections is expected, produce also represents an economical alternative to higher-ticket items like meat. Brands have opportunity to put a positive spin on cost savings with ...

Sandwiches and Burgers - US

“Sandwiches and burgers have long provided versatile options on menus, offering customization and elevated ingredients to keep consumers engaged. Operators must hone in on the attributes these mainstay menu items offer, especially those surrounding quality, freshness, affordability, and convenience. Further engaging with consumers through loyalty rewards and promotional activity will ...

Shopping for the Home - US

“Today's home goods consumers are looking for affordable, versatile and eco-friendly items. They also want a flexible and seamless shopping experience that allows them to make more informed purchasing decisions. To meet these consumer needs, companies will want to be strategic with their inventories and make environmental sustainability a priority ...

Smartphones - UK

"Sleep is the new frontier of health as consumers more widely recognize the integral role it plays in their overall health. Yet a majority of adults struggle to fall and/or to stay asleep, and many recognize the nuances of quality sleep.

While worsening sleep habits raise public health concern ...

Tea Drinks - China

"The Chinese Dietary Guidelines 2022 highlight the importance of drinking plenty of water and recommend drinking plain water or tea and drinking less or no sugary drinks, which will benefit the consumption of sugar-free tea drinks. In addition to borrowing trending flavours from tea houses to attract consumption interest, RTD ...

Technology Habits of Gen Z - China

"As adept technology users, Gen Z actively embrace emerging technologies and are willing to invest in cutting-edge products. At the same time, they remain cautious and rational in their purchasing decisions. Technology products/functions tailored to their interests and a family-centric marketing strategy can effectively reach this discerning audience. In ...

The Working Life - Ireland

"The disruption of the COVID-19 pandemic to the employment market revealed opportunities to refresh the working arrangement of many consumers, with a shift to remote working during the pandemic having a lasting impact through hybrid working, which many consider to be a more flexible and accommodating way of working. This ...

Travel Trends - Spring - UK

"Despite pressures from the ongoing cost-of-living crisis, a large proportion of consumers are still prioritising holidays during the summer period. Staycations remain an affordable option for many, whilst other travellers are keen to make up for lost time and head further afield. With a war chest of savings built up ...

"With smartphone brands potentially needing to make repairability a greater focus of their products, it is likely to mean that consumers keep hold of their devices for even longer. However, it could give buyers more confidence to spend higher amounts, knowing that they will not need to buy another phone ...

Technology and Sport - UK

"Professional-grade data analysis tools used in top level sports will filter through to consumers keen to adopt a more granular approach to tracking and analysing performance. Additionally, technology will continue to boost the spectator experience, creating a hybrid way to watch by providing people with more data and interactive, personalised ...

The Chinese Consumer: the Year of Restoring - China

"A recovery is imminent, but it may not be so swift. People yearn to reconnect with the world and live in a relaxed, healing way. However, lifestyle changes brought about by the pandemic, such as attention to health and hygiene and cautious consumption sentiment, will continue in the short term ...

Third-party Shopping Sites - US

"Third-party marketplaces are an essential part of the ecommerce landscape which continues to see growth year over year. Consumers gravitate toward these sites to find unique items and/or a price advantage. Trust remains a key factor in whether or not consumers will shop from a third-party site or seller ...

Trending Flavors and Ingredients in Dips and Sauces - US

"Flavor versatility is critical for dips and sauces in proving value in the short term, but also points to increased opportunities to guide younger consumers on how to maximize the flavor potential for these products. Longer term growth will be driven by quality formulations with BFY, recognizable ingredients, which bring ...

UK Retail Rankings - UK

“The 2023 UK Retail Rankings reviews a diverse period, from the Q1 2021 lockdown through to society emerging from the peak of the pandemic and then into the early stages of the cost of living crisis. Rising inflation, while far from the peak we have experienced in 2022/23, underpinned ...

Women's Haircare - UK

“While driven in part by inflation and COVID-19 recovery, the haircare category is growing as consumers see products in the category as an affordable pick-me-up amid the cost of living crisis. An increased attention on hair health means strengthening and growth are prioritised, but lack of enthusiasm for ingredients that ...

World Cuisines - UK

“Whilst incomes remain squeezed the increase in at-home meal occasions presents significant potential for world cuisine brands. Responding to the widespread interest in products that are suitable for energy-efficient cooking appliances is particularly pertinent. Meanwhile, the appeal of meals consisting of multiple dishes on leisure occasions and authentic snacks and ...

中国消费者：疗愈之年 - China

“市场即将复苏，但成效并非立竿见影。消费者渴望与外界重建联系，并且以放松、疗愈的方式生活。不过，新冠疫情所带来的生活方式的改变（如对健康和卫生的重视以及谨慎的消费意愿）将在短期内持续。消费者可能更关注价值，而非价格。在后疫情时代，如何为消费者提供价格更低、价值更高的产品/服务，同时力图建立消费者对未来的信心将成为对品牌的考验。”

— 张鹏俊，高级研究分析师

家具零售 - China

“消费者在挑选家具产品时会优先考虑实用性和功能性，但也仍然看重可以展现自身个性与品味的独特设计和美学风格。家具品牌应该在功能性和独特设计之间取得良好平衡。此外，儿童家具和宠物家具的市场需求与日俱增。品牌应该抓住这些细分市场中的机遇，以实现差异化竞争。”

——任敏惠，研究分析师

Waste Management and Recycling - UK

“The commitment to a more circular economy, underpinned by the implementation of major waste reforms, will be central to developments in the waste management and recycling market over the coming years.

Womenswear - UK

“Amid a challenging environment for the womenswear market, with women significantly more likely than men to have made major changes to the way they buy clothes in response to the cost-of-living crisis, retailers need to focus on ways to encourage spending. There is scope for retailers to tap into the ...

Z世代科技产品使用习惯 - China

“作为娴熟的科技用户，Z世代积极拥抱新兴科技并愿意投资前沿产品。同时，他们在购买决策上仍然保持谨慎和理性。针对他们的兴趣定制的科技产品/功能以及以家庭为中心的营销策略可以有效地触及这些精明的受众。此外，智能家居品牌可以通过帮助Z世代实现便捷和愉悦的居家生活，更好地吸引该群体。”

中老年健康管理 - China

“鉴于《中国健康老年人标准》强调帮助中老年人在身体、心理和社会方面保持健康的重要性，因此对于希望打入中老年健康管理品类的公司与品牌而言，这3方面将是未来的发力方向。公司与品牌也应该顺应新冠疫情之后中老年人健康管理行为的变化（如具有体检需求、担心阳康后不宜进行健身运动），并适度改进旗下产品与服务从而提升适老化水平。”

— 刘文诗，首席分析师

家居与清洁电器 - China

“随着消费者对洁净和健康的家居生活环境的需求日益提升，家居与清洁电器的前景依然乐观。增长机遇在于解决清洁痛点，如不同的地面材质以及死角。采用先进技术的智能清洁解决方案是一个关键的创新方向。与此同时，提供有效清洁且只需最低限度维护的地面清洁电器将很难让消费者拒绝。为宠物主人等特殊消费群体提供更多量身定制的产品也是一种差异化方式。”

——姚媛妍，研究分析师

对高端美容产品的态度 - China

“极高安全性是高端护肤品牌的首要价值，品牌必须为不断进阶的功效提供安全保障。国产高端品牌可以利用本土属性（如成分、概念、品牌视觉、身心疗愈项目）与成熟的外国品牌竞争，并专注于提高品牌知名度和巩固产品功效。”

— 何雨婷，研究分析师

情绪健康管理 - China

“压力是当前中国消费者情绪问题的首要来源。无业人群、低收入者、年轻一代、独居消费者和新手妈妈被认为更容易受到心理问题的影响。如今，消费者正在通过更轻松、更可及的方式寻求情绪健康，如减压休闲活动、去寺庙以及线上心理诊断和治疗。品牌需要关注消费者日益增长的来自工作和竞争的压力。专注于增强脑力、助眠和补充能量的功能创新，以及有关健康饮食促进心理健康的新理念的教育，将能够吸引具有整体健康意识的成熟消费者。”

美容个护产品的形态和质地趋势 - China

“消费者的眼光越来越敏锐；他们愿意花更多钱购买新颖质地/形态产品的同时，对功效和便利性也抱有相当高的期待。这意味着品牌需要在产品的感官质地、吸收速度以及配方的整日持久表现上进一步创新，以提供既能愉悦感官又能提振情绪的产品。”

— 古丹阳，高级研究分析师

茶饮料 - China

“《中国居民膳食指南（2022）》强调了足量饮水的重要性，并推荐喝白水或茶水，少喝或不喝含糖饮料，这将有利于无糖茶饮料的消费。除了借乘茶饮店流行口味来唤起消费兴趣外，即饮茶饮料可以强化在日常补水方面的角色，并通过无咖啡因产品扩大消费场景。”

— 鲁睿勋，研究副总监

针对55岁以上人群的营销 - China

“中国的中老年人口正在快速增长，而对于老年人的刻板印象需要打破。事实上，55岁以上人群是一个复杂的消费者群体；他们是现代且独立的消费者，越来越适应数字

快餐店 - China

“快餐店行业预计将保持增长，且面临更加激烈的竞争。全服务餐厅和路边小摊对快餐企业构成了额外挑战。各品牌必须保持其便利性优势，密切关注品类延伸和产品优化机遇，并通过更加人性化的营销来吸引年轻人。”

— 顾一凡，研究副总监

烘焙店 - China

“烘焙产品的购买渠道愈发多元化，对领先烘焙店的市场份额构成挑战。此外，跨入烘焙产品领域的咖啡店和茶饮店也对烘焙店带来威胁。因此，线下门店可推出更多饮料选择以模糊界限，进而提升客流量。西式烘焙店可推介更多小众的异国烘焙产品，在节庆期间切入消费者犒赏自己的“自我时光”场景，而中式烘焙店可深入探索本地原料或革新传统产品，而非盲目推出同质化产品。”

美容成分认知 - China

“消费者对天然成分热情高涨，让制造商有机会探索是否有可能用有效的天然成分替代有可能刺激皮肤的强效成分。品牌可利用天然成分安全温和的特性，同时向消费者普及其进阶功效。通过升级成分配方，针对满足混合性皮肤消费者的进阶护肤需求，也可帮助品牌建立未来增长机会。”

— 靳尧婷，高级分析师

豪车车主的生活方式 - China

“豪华车市场结束了多年的高速增长，呈现出疲软态势。其中，特斯拉等新贵品牌成为了豪华车市场的主要增长动力，这也意味着传统豪华品牌的地位受到进一步的挑战。相比过去，豪华车主对于新旧豪华品牌呈现出不同的期待，新贵品牌需在配置、智能科技和设计感上更努力，而传统豪华品牌则需要在制造工艺上维持优势。此外，豪华品牌可以通过定制化的汽车周边产品满足车主的个性化需求，以及通过具有品牌特色的社群服务获得女性豪华车主的好感。”

— 袁淼，研究分析师

工具和渠道，同时也极为依赖人际关系来维持积极的生活方式以及培养目标感和社交联结。

品牌若不想错过55岁以上人群经过多年工作和储蓄而积攒的巨大的消费能力，就需要解决他们被忽视的情感需求问题。利用互动、陪伴功能和省力的设计重新定义适老化产品，展现真实的中老年人及其多样化的生活方式来鼓励中老年消费者进行现代消费，并帮助巩固幸福的亲子关系。上述方式可以帮助品牌满足55岁以上人群在面对衰老的过程中不断变化的需求。”

— 甘倩，高级研究分析师