

## August 2021

### Adult Social Care - UK

“With the demand on services only expected to increase, councils need to embrace more innovative solutions to mitigate the financial risk this issue presents. However, the continued delay in the publication of the Green Paper is a sign of the ongoing lack of consensus and thinking that should be being ...

### America's Pet Owners - US

“The number of households with pets grew in 2020 as people found themselves with more time to dedicate to pet ownership during the pandemic. In a time of uncertainty, pets have provided their owners with comfort, stability and a sense of identity. During the recovery, young adult pet parents will ...

### Attitudes towards Low- and No-alcohol Drinks - UK

“The low- and no-alcohol drinks market is well-placed to gain users as a result of the COVID-19/coronavirus outbreak, as health takes a more central stage in people's food and drink considerations. There are many areas for brands to expand into to tempt consumers, whether it's by offering drinks recipes ...

### August UK Retail Briefing - UK

Similar to wider retail, COVID-19 has had a profound impact on the furniture market since its outbreak in March 2020. However, in contrast to many of these other markets, this has not been characterised by a sharp decline. Although spending dropped in 2020, following huge turmoil in the middle of ...

### Bathroom and Bathroom Accessories - UK

“Despite the events of the last 18 months, the bathroom and bathroom accessories sector recovered after an initial shock to experience growth in 2020 and the outlook looks positive for 2021. Amid unprecedented time spent at home, and reduced opportunities to spend elsewhere, consumers turned to DIY and home improvement ...

### Airlines - UK

“The VFR and holiday segments are expected to recover quickest from COVID-19, while the business travel market will take longer to recover to pre-pandemic levels and may never reach its previous heights. Measures and innovations that enhance feelings of safety, increase confidence in travelling and make the journey as efficient ...

### Attitudes towards In-home Drinking - Ireland

“With vaccinations continuing in Ireland, the desire among Irish consumers to drink more at pubs and bars is increasing. However, concerns related to the spread of the Delta variant of COVID-19 may see many consumers prefer to spend more of their leisure time at home for the remainder of 2021 ...

### August European Retail Briefing - Europe

The global market for luxury goods declined in value by 13% in 2020 based on reported sales, due to lockdowns and other restrictions affecting consumers' ability to make purchases. This rate of decline would have been even greater, were it not for the fact that the region which accounts for ...

### Basketball in America - US

“Out of any US sport, basketball may have the strongest reasons for optimism. The sport now trails only football in overall fan following, having surpassed baseball for second place. It has a strong following among younger generations, with more Gen Z fans following basketball than any other sport. Along with ...

### Brand Overview: Finance - UK

“The pandemic will create more interest and engagement with personal finances, but we are yet to see that translate into an intention to switch provider in search of better deals. COVID-19 therefore seems unlikely to create a seismic shift in the consumer inertia that tends to pervade the financial services ...

## Brazilian Lifestyles - Brazil

"The COVID-19 pandemic and the economic recession that followed have been driving Brazilians' priorities during 2021. In addition to taking care of their health and protecting themselves and their loved ones from the coronavirus, two major challenges have emerged. One is the financial adjustment needed in the midst of an ...

## Cannabeauty: CBD and Hemp in BPC - US

"Cannabeauty straddles both the BPC and cannabis worlds, benefiting from market growth within each. Similarly, lines between outward appearance and inner wellbeing are not steadfast, and brands should help consumers understand that personal care and beauty are, in fact, intimately related. COVID-19 boosted interest in hygiene and the need for ...

## Ceramic Tiles - UK

"The ceramic tiles sector was severely disrupted by COVID-19 in Q2 2020. Against this some of the measures imposed to stimulate the wider economy created very strong conditions and H2 2020 and H1 2021 witnessed a major upturn in demand in the important residential RMI sector. Those conditions will be ...

## Chocolate Confectionery - UK

"The government's anti-obesity drive and consumers' heightened health concerns, stoked by the pandemic, put pressure on the chocolate category to cut sugar. However, reformulations run the risk of deterring consumers. Companies therefore need to create products which deliver a significant sugar reduction alongside other appealing attributes. Vegan and vitamin/mineral-fortified ...

## Coffee and RTD Coffee - US

"The pandemic brought strong growth for the coffee market as consumers tried new coffee products, created their own specialty coffee drinks and upgraded their home coffee bars. This increase in home coffee experimentation and exploration will benefit the coffee and creamer markets for years to come, and the rise of ...

## Butter and Spreads - Ireland

"Butter and spread usage has benefitted from the impact of COVID-19 as consumer behaviour shifted during lockdown. Consumers have utilised their time at home by being creative with their spare time and picking up new hobbies such as baking or cooking from scratch – as well as consuming more meals ...

## Car Owners in Lower Tier Cities - China

"With ever more automotive KOLs tapping into Douyin and Bilibili, lower tier city consumers can access more automotive information on these video platforms. They prefer professional and humorous automotive influencers, who can help consumers learn more knowledge about cars and offer a new form of entertainment or leisure. At the ...

## Charitable Giving - UK

"The COVID-19 outbreak has had a seismic impact on the charity sector, as fundraising events were cancelled, charity retailers were forced to close and consumer lifestyles shifted in-home. Virtual and hybrid events have been key in buoying charity engagement with consumers and fundraising levels in the last year, driving new ...

## Cloud Computing - UK

"The cloud computing model is inherently designed to handle fluctuating demand and was therefore ideally placed to handle the impacts of the COVID-19 crisis. Cloud computing was already in strong growth prior to the economic disruptions of Brexit and COVID-19, partly reflecting its embryonic development, but the pandemic served to ...

## Conferencing and Events - UK

"The impact of lockdown and COVID-19 restrictions saw the conferencing and events sector among the hardest-hit industries. Government support has been instrumental in supporting business, but the sector has seen skilled workers leave, which could hamper recovery. Pent-up consumer demand will drive leisure events, while areas such as business that ...

## Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

## CPO and Used Vehicles - US

“The used/CPO car market is experiencing quite an impact as a result of COVID-19. While some consumers are delaying their car purchasing plans, a shortage in new vehicle production has caused an increase in demand for previously owned vehicles. Moving forward, in addition to highlighting value in its various ...

## Dining Out - Canada

“Restaurants have faced unprecedented challenges since March 2020. Not only were they directly impacted by government restrictions, but more time at home for consumers meant less overall demand for foodservice.

The industry is now looking ahead to the future. They will need more tactical messaging to encourage diners to visit ...

## Estilo de Vida dos Brasileiros - Brazil

“Ao contrário do que se desejava, a pandemia e a crise econômica seguiram ditando as prioridades dos brasileiros em 2021. Nesse cenário, os brasileiros tiveram dois grandes desafios, além é claro da preocupação com a saúde e proteção de si e de seus entes queridos: o ajuste financeiro diante de ...

## Ethics in Food & Drink - Canada

“As with other industries, ethics in food and drink matter for nearly all Canadians. Focusing on ethics in one way or another is not a ‘nice to have’ but a ‘need to have’. The onset of COVID-19 has cemented this view. The good news is there is a great deal ...

## COVID-19 Impact on Foodservice: One Year Later - US

“The pandemic brought unprecedented challenges to the foodservice market and the industry will never be the same. Nimble and innovative operators quickly pivoted to serving consumers at home and many of the offerings created out of necessity will become future revenue sources. LSRs were largely able to weather a turbulent ...

## Current Accounts - Ireland

“With most Irish consumers either very or quite satisfied with how their current account provider supported customers during the COVID-19 pandemic, there is likely to be a fairly high level of positive feeling towards mainstream banks. However, when choosing a provider, cost is a far more important factor than reputation ...

## Energy Industry - UK

“With green tariffs becoming more ubiquitous, energy suppliers must do more to differentiate their green credentials. Suppliers should consider offering services and products to help consumers live more sustainably in their homes. This can unlock new opportunities for growth and create competitive advantage.

Suppliers can more actively engage with customers ...

## Ethical Retailing - UK

“Ethical retail practices have been very much in the spotlight since the start of the COVID-19 pandemic. Attention was drawn to how retailers treated both staff and members of the public during the pandemic. In addition, shoppers across all age groups are increasingly concerned about the effect their shopping habits ...

## Facial Cleansing and Makeup Removal Products - China

“Additional skincare benefits and milder products will continue to drive value growth in both the facial cleansing and makeup removal product markets. However, in the face of intense competition, brands are recommended to step beyond simply claiming ‘suitable for sensitive skin’ when conveying mildness, and offering realistic, achievable must-have skincare ...

## Fashion & Sustainability - UK

“As protecting the environment becomes more of a priority for consumers and awareness of the importance of sustainability in fashion grows, fashion retailers and brands will need to be transparent and ensure that their approach to sustainability covers all elements of their business and that they effectively communicate this with ...

## Fast Food Restaurants - UK

“The pandemic has changed the way consumers consume fast food. Instead of relying solely on spontaneous visits from consumers seeking a convenient meal solution while they are on the move, fast food operators are now meeting consumer demand for a fast food treat with a sense of occasion.”

## Frozen Snacks - US

“Convenience is at the core of frozen snacks occasions and choice, which has served the category yet suggests that these steadfast ties may also limit consumer perceptions under normal circumstances. In the pandemic, with its restrictions and stresses, consumers turned to frozen snacks at an accelerated pace to fill seemingly ...

## Functional Drinks - US

“Functionality has been the most important driver to innovation in the non-alcoholic beverages market for the past decade, and consumer demand for drinks with added benefits has only increased during the pandemic. The number of adults consuming drinks with functional claims has risen over a year ago, as has the ...

## Hand, Body and Footcare - UK

“Hand and bodycare bolstered the growth of the overall category in 2020, benefitting from the focus on emotional wellbeing and hand hygiene throughout the pandemic. The outlook was less fortunate for footcare, with the segment showing a value decline as social distancing and lockdowns meant that feet were a low ...

## Health Insurance - Canada

## Fashion Influencers - China

“Fashion influencers have been increasingly important for consumers when making purchase decisions. With the vigorous development of social media, fashion KOLs keep adapting new ways to connect with consumers. From pictures and text to short videos and livestreaming, through Weibo and Xiaohongshu to Douyin and Bilibili, the content and format ...

## Financial Lifestages and Financial Priorities - UK

“While the impacts of the COVID-19 outbreak – both societally and economically – have been seismic, the various government protection schemes mean that most households have been able to stay afloat. However, that is not to say that consumers have continued spending as normal, and a combination of inhibitive social ...

## Functional Drinks - China

“Conventional functional drinks associated with sports drinks and energy drinks are recovering slowly from the pandemic, with increasing work-life pressure boosting demand for energising and fatigue relief, while persistent uncertainties pose a threat to key outdoor consumption occasions. In addition, consumers show concern about additives and potential side effects of ...

## Gen Z Beauty Consumer - US

“Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. In spite of the challenges brought on by the pandemic, Gen Z consumers remained engaged in the space by experimenting with their routines and following beauty trends and influencers across social media platforms.

## Health and Fitness Clubs - UK

“While the private health and fitness market will benefit from pent up demand from gym goers, the preference for online and outdoor fitness remain strong, so fitness operators will be expected to offer hybrid memberships that include access to these facilities and services. Gyms should also look to develop and ...

## Hockey in America - US

"An aging population and a global pandemic are all factors that will ensure demand for health insurance products while the industry strives to use technology to drive better delivery and smarter care."

## Home Entertainment Technology: Hardware & Services - US

"The COVID-19 pandemic forced consumers to re-evaluate their relationships with their homes and has spurred wider investment into their home-entertainment devices and services. From ultra-high-definition TVs, next-gen video game consoles to wireless speaker systems, consumers are embracing new digital innovations that elevate the home experience and will continue to seek ...

## International Cuisine Tracker - US

"Lifted restaurant restrictions boosted AFH international cuisine consumption year over year as consumers ventured out of the house for dining experiences. However, operators and brands will face new opportunities and challenges as the Delta variant becomes a point of concern and further influences consumer behavior."

- Emma Allman, Junior Reports Analyst

## Leisure Centres and Swimming Pools - UK

"The COVID-19 pandemic has pushed the leisure centre and swimming pool investment crisis to the point at which a significant reduction in provision is now inevitable and has strengthened the market's imperative to pivot towards a broader health promotion remit."

## Luxury Goods Retailing - International

"Attracting Gen Z and Young Millennial shoppers is the key to sustaining a luxury brand. Luxury retailers and brands must continue innovating and connecting to a digitally-minded younger audience. Offering items at entry-level price points can encourage brand loyalty that will last until these younger adults reach their full earning ...

"Hockey is at a bit of a crossroads. While considered one of the four major US sports, it faces far greater competition for fourth place than it gives for third. Looking ahead, the sport can focus on growing its fan base by driving interest among new target audiences such as ...

## Home Laundry Products - US

"Home laundry products enjoy nearly universal penetration, with almost all consumers using at least some products in this diverse category. While this provides a strong foundation, ingredient concerns can impact product usage and drive some to abandon certain products and segments altogether. Category players will need to continue to innovate ...

## ISAs - UK

"The pandemic has led to an increase in household deposits, but little of this has been put into ISAs. The personal savings allowance and ultra-low interest rates have undermined the benefits of ISAs, especially for basic-rate taxpayers, making it difficult to frame the benefits of the product. The advertising focus ...

## Leisure Outlook - UK

"Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

## Marketing to Over-50s - China

"Just like the popular modern slang phrase 'only kids make choices, as adults want all', the same is true for most older adults. Just-for-senior products have appeal for seniors, while traditional interpretations alone, such as comfort, good pricing and easy-to-use, are far from enough, and need to be updated. Adding ...

## Marketing to Seniors - Canada

“Companies don’t need to reinvent the wheel when catering to seniors. As a consumer group, they are much more engaged and much more tech savvy than they get credit for. This lifestage informs their sense of ‘value’. Like younger consumers, seniors are keen on experiential elements, not because they are ...

## Men's Personal Care - Canada

“Old fashioned gender stereotypes are dissolving as more men recognize the benefits and the joys of taking care of themselves and their appearance. The significant increase in male-focused personal care brands over the past few years has provided Canadian men the opportunity to gain experience with new categories and formats ...

## Nutrition Knowledge - China

“Consumers’ demand for nutrition will evolve to become ‘smarter’. At the same time, awareness of getting nutrient-rich food into the body will be as important as the need to cut potentially unhealthy ingredients (eg sugar). As a result, future opportunities for nutrition-related market players include finding feasible methods to make ...

## Personal Care Consumer - US

“The personal care market has experienced stable year-over-year growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. While certain elements of personal care routines slid a bit as a result of COVID-19, other elements, particularly those associated with wellness, became ...

## Plumbing - UK

“2020 saw an unprecedented decline in activity as restrictions were initially imposed. However, the government-introduced Stamp Duty holiday, combined with the low interest rates associated with COVID-19, caused hugely favourable conditions for plumbing products in the important replacement market in the second half of the year and the first half ...

## Men's Grooming Routines - China

“Men’s usage of facial skincare products continues to become polarised even after the impacts from COVID-19 have been diminishing, which is a double-edged sword. While more male beauty enthusiasts emerge to drive usage of more advanced facial treatment products, a growing number of non-users or occasional users means facial skincare ...

## Multicultural Young Adults and Social Activism - US

“Social activism in the US has been rapidly increasing since the beginning of 2020, and the role of multicultural young adults in the growing social movements is undeniable. Brands looking to engage multicultural young adults must understand their audience’s outlook on social activism as participation in activism and top social ...

## Online Apparel Retailing (Men's & Women's) - US

“Consumers were shopping for clothing online prior to COVID-19; however, the pandemic accelerated this behavior and adoption for many. The convenience and overall enjoyable experience will keep consumers shopping for clothes online moving forward. Brands and retailers will need to emphasize their elevated experience which should include digital tools for ...

## Pet Food - US

“After receiving a short-term boost from stock-up buying and a spike in pet acquisition motivated by the pandemic, the pet food market is settling back into a pattern of modest but steady growth. While premiumization and momentum in treats and toppers continue to move the category forward, pet owners continue ...

## Prepared Cakes, Pies and Pastries - US

“The \$11.3 billion prepared cakes, pies and pastries category is expected to continue growing in dollar sales in 2021 as many of the realities of 2020 persist – namely prolonged remote working and continued home-based social gatherings. The refrigerated and frozen segments of the category are expected to experience ...



## Researching and Buying Technology Products - UK

“COVID-19 showcased the need for brands and retailers to have a robust digital presence as consumers relied on online platforms for researching and buying technology products. Consumers’ increased confidence to buy big-ticket technology purchases online will mean omnichannel sales approaches will be of paramount importance post-COVID-19. Retailers will need to ...

## Technology for Working at Home - UK

“With long-term hybrid working patterns set to be embedded, the market for technology for working from home looks buoyant. Smart home technology, curved monitors and wireless technologies can all benefit, as consumers focus on refining their homeworking experience. Meanwhile hardware such as portable hybrid laptops can cater to those adopting ...

## Thermal Insulation - UK

“The UK market for thermal insulation is set for a strong recovery, driven by pent-up demand and a buoyant housebuilding sector. The move to higher energy efficiency standards and low carbon heating in the Future Homes Standard will also exert a positive influence on thermal insulation demand.

In the retro-fit ...

## Understanding a Divided Britain - UK

“Britain is home to a plethora of identities, social and political viewpoints and beliefs. Despite this, most people agree that it is a country they are proud to call home and that most Brits live according to a shared set of values. There are, however, disagreements over what Britain should ...

## Vitaminas, Suplementos & MIPs - Brazil

“A COVID-19 despertou nos brasileiros uma grande preocupação com a manutenção e a melhora das condições de saúde, o que gerou uma ótima oportunidade para a categoria de vitaminas e suplementos. Outras questões geradas pela pandemia,

## Tea and RTD Tea - US

“As Americans become increasingly engaged with a health and wellness mentality, the market will see greater diversity of users. This will necessitate that tea innovations capture a broader range of health and wellness benefits while placing flavor and refreshment at the forefront of messaging. The opportunity is to deliver added ...

## Term Assurance - UK

“The pandemic has been an eye-opener in terms of acknowledging risks to health and financial stability, and the longer it has gone on, the higher its impact on likelihood to consider life insurance. With life stages more fluid, future growth will be increasingly dependent on consumers that have typically been ...

## Trending Flavors and Ingredients in Desserts and Confections - US

“The desserts and confections market performed well during the pandemic as consumers leaned into indulgence for comfort, but consumers are aspiring to make improvements to their health and diets. Brands are in a position to align dessert and confection innovation to meet these aspirations through encouraging mindful indulging practices, opting ...

## Video Games and Consoles - UK

“The success of the gaming industry has remained strong in 2021 and in fact many consumers are playing games more or the same amount in May 2021 compared to the height of the first UK lockdown in May 2020. Additionally, with four in 10 gamers not expecting to reduce their ...

## Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic has led Brazilian consumers to worry more about their health, which has generated a great opportunity for the category of vitamins and supplements. Other issues brought about by the pandemic, such as stress and anxiety, have encouraged

como preocupações excessivas, estresse e ansiedade, aumentaram a busca por MIPs que ajudem nessas ...

## Western Style Casual Dining - China

“Menu innovations are the key to fuelling growth in the long term. Restaurants can experiment with fusions to differentiate while crossover collaborations with beauty brands can ride on the trend of edible beauty. On top of this, restaurants need to deliver optimal dining experience, making it an inseparable part of ...

## Yogurt - China

“The growth of ambient yogurt continues to outpace chilled yogurt, but it is facing a threat from chilled drinking yogurt, especially those products with high protein claims. Digestion improvement remains the top consumption purpose while the need for other functions and indulgence varies across consumer groups. The divergence in consumers’ ...

## Yogurt and Yogurt Drinks - US

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, driven by the influx of pandemic-necessitated time spent and meals and snacks eaten at home, continued projected growth in 2021 is a testament to the category’s more longstanding potential. The near-term years will be ...

## 冬季度假 - China

“滑雪和一价全包式度假村是冬季度假值得把握的机会。滑雪可以通过打造团队活动更好地回应消费者需求。此外，品牌需要根据滑雪目标人群定制营销组合，因为不同的消费人群对滑雪具有挑战性的形象看法各异。度假村的魅力来自便利性和丰富的活动，而不是高端宣称。”

— 赵凌波，高级研究分析师

## 时尚意见领袖 - China

the search for OTC medicines that tackle these conditions, as ...

## Winter Holidays - China

“Skiing and all-inclusive resorts are opportunities to watch in winter holidays. Skiing can better respond to consumer needs by featuring group activities instead of solo ones. Skiing also needs a tailored marketing mix, as different consumer groups have differing takes on its perception of being challenging. All-inclusive resorts can improve ...

## Yogurt and Yogurt Drinks - UK

“The image of yogurts and yogurt drinks as both health- and mood-boosting amid the heightened appeal of these benefits arising from the pandemic will support market growth, with scope to dial up these connotations. Meanwhile, exploring large, eco-friendly formats is timely given strong consumer interest and the sharper spotlight on ...

## 低线城市：车主研究 - China

“随着越来越多的汽车KOL入住抖音、B站，低线城市消费者通过视频平台获取的汽车资讯也愈加丰富。他们对专业性强且幽默风趣的汽车类博主显示出更多的喜爱，这在帮助他们构建汽车知识框架的同时也能带给他们休闲娱乐的新方式。同时，低线城市消费者追求实用和个性化的需求进一步显现，也更加注重汽车的颜值。对于品牌来说，需要思考如何以消费者为中心，在保证产品质量的同时，满足他们个性化、娱乐化的需求。”

— 袁淼，研究分析师

## 功能性饮料 - China

“与运动和能量饮料挂钩的传统功能性饮料正逐步从疫情中恢复。工作和生活压力加剧推动了对提神和缓解疲劳的需求，但持续的不确定性也对关键户外消费场合构成威胁。此外，消费者一方面对添加剂及传统功能性饮料的潜在副作用表示担忧，而另一方面他们也要求特定的功能性解决方案（如美容养颜和增强免疫力）。这给产品创新带来压力，但也为那些凭借天然成分赢得消费者青睐的非传统企业提供进入市场的机会。”

— 黄梦菲，研究分析师

## 男性美容护理流程 - China



“在做购买决定时，时尚意见领袖对消费者而言越来越重要。随着社交媒体的蓬勃发展，时尚KOL不断采用新方式与消费者建立联系。从纯图片文字到短视频和直播，从微博和小红书到抖音和哔哩哔哩，内容和形式不断变化。然而，无论形式如何变化，消费者一直希望看见更真实和专业的分享和能深深触动他们并为他们发声的内容。能抓住消费者兴趣点、创作鲜明对比意见并引领深度讨论的时尚KOL在未来会越来越受欢迎。”

— 董文慧，研究分析师

## 营养认知 - China

“消费者的营养需求将朝着‘智能化’不断演变。同时，消费者一方面需要减少潜在的不健康成分（如糖）的摄入，另一方面日益意识到摄入营养丰富的食物的重要性，未来这两项因素将变得同等重要。因此，营养相关领域的企业面临的未来机遇包括：寻找可行的解决方案，使个性化营养紧密契合消费者当前的健康状况，以及探索兼顾口味、品质和健康的‘积极营养’产品特性。”

— 刘文诗，高级研究分析师

## 酸奶 - China

“常温酸奶的增速持续超越冷藏酸奶，但也同时面临冷藏饮用型酸奶的威胁，尤其是带有高蛋白宣称的产品。帮助消化依然是最主要的消费目的，而对其他功能性和纵享属性的需求则因消费群体而异。消费习惯和消费目的的差异表明，酸奶品牌需针对不同价位的商品区分功能性和纵享定位。”

— 殷如君，高级研究分析师

## 面部清洁和卸妆产品 - China

“额外护肤功效及更温和的产品将继续推动面部清洁和卸妆产品市场的销售额增长。然而，面对红海竞争，品牌推广产品的温和性时，不妨走出单调的‘敏感肌适用’宣称，并通过产品解决方案，提供切实可行的必备护肤功效，以激发消费升级兴趣。”

— 尹昱力，研究分析师

“即使疫情的影响不断减弱，男性对面部护肤品的使用仍然呈两极化趋势，这是一把双刃剑。一方面，该市场迎来更多男性美容爱好者，将带动更多高阶面部修护产品的使用；另一方面，不使用或偶尔使用面部护肤品的男性消费者数量不断增加，说明男性消费者对面部护肤品的需求不如女士消费者普遍，限制了该市场的未来发展潜力。”

— 李玉梅，研究副总监

## 西式休闲餐饮店 - China

“菜单创新是实现长期增长的关键。餐厅可以尝试利用融合菜来获得差异化优势，或借可食用美容产品潮流乘势与美容品牌跨界合作。此外，餐厅还需要提供优质的用餐体验，使其成为消费者餐饮习惯和整体生活方式中不可或缺的一部分。”

— 俞文，研究分析师

## 针对50岁以上人群的营销 - China

“网络流行语‘小孩子才做选择，成年人当然全都要’也适用于大部分中老年人。虽然中老年人专属产品对他们具有吸引力，但仅凭舒适、价格实惠和方便使用等传统宣称已不能打动他们，因此品牌有必要更新沟通策略。如今中老年人追求积极活跃的生活方式，因此面向中老年消费者的品牌需结合时尚、体验及数码趋势元素以满足他们的期待。响应“去年龄化”的运动休闲趋势，以及融入宠物和地方文化等生活主题的产品和休闲活动，能帮助品牌吸引中老年人的注意。”

— 邵愉茜，研究分析师