

**May 2018**

## **Atitudes dos Homens com Produtos de Beleza e Cuidados Pessoais - Brazil**

“O mercado de produtos de beleza e cuidados pessoais masculinos tem alguns desafios a enfrentar. Apesar dos homens estarem, por exemplo, deixando a barba/bigode crescer, a maioria deles ainda não usa nenhum tipo de produto específico para esses pelos faciais. Além disso, as barbearias precisam desenvolver ações para atrair ...

## **Automotive Innovations - US**

Within the extremely competitive automotive industry, manufacturers are constantly researching, developing, and introducing new automotive innovations that improve safety, connectivity, comfort and convenience for consumers.

## **Brand Overview: Drink - UK**

“Category blurring is becoming more commonplace within the drinks sector as brands seek to utilise positive attributes from outside their immediate categories. Energy drinks brands are already putting greater emphasis on the water aspect of their drinks in a bid to distance themselves from the more negative perceptions that pervade ...

## **Breakfast Foods - China**

“Nutrition and safety are the two basic requirements for consumers when choosing breakfast. While the market value will certainly keep growing, the impetus to drive more business opportunities lies in providing convenience and saving time on preparing breakfast; moreover businesses may have an opportunity of adding more diversity to Chinese ...

## **Carbonated Soft Drinks - Brazil**

“The carbonated soft drinks market has been negatively impacted by the economic recession. In addition, the search for more healthful beverages and the new laws

## **Attitudes towards Fitness - China**

“Participating in sports is no longer just for the development of physical strength, but also seen as a trendy lifestyle choice. Driven by fear of missing out, people are eager to go with this tide as shown by the fast-growing desire for splurging on sports gear and apparel, going to ...

## **Black Consumers and Social Media - US**

Nearly all Black consumers use social media to be entertained and connected to their family and friends anytime and anywhere. Social media exposes Black consumers to new ideas and information while simultaneously serving as a public platform to create and maintain agency over their identity and beliefs. Brand communication that ...

## **Brazilian Lifestyles: Innovating through the Recession - Brazil**

“Despite Brazil’s political instability, there is a positive perception about the future of the economy. Brazilians have learned from the economic recession and have created new business models, offering products and services at more affordable prices, and the tendency is that they will keep thriving as consumers are still holding ...

## **Car Insurance - Ireland**

“Even though motor insurance premiums have largely moderated in NI and declined quite significantly in RoI over the past 12 months, the cost of car insurance remains far higher than it was even four or five years ago. RoI consumers, in particular, are unhappy with the cost of their car ...

## **Carpets and Floorcoverings - UK**

“The carpet and floorcovering sector is set to continue growing in line with a buoyant housing market, but times are ‘a-changing’ in the sector. As competition

aimed at reducing the commercialization of sugary drinks have been major consumption barriers. The expectation is that sporting events scheduled for 2018 and 2020 will ...

## Cheese - Ireland

“Cheese remains a key diet component of Irish consumers, though their eating habits are influenced by European food cultures. Free-from cheeses, cheese-based meat alternatives options and nutrient-rich product ranges are growing in popularity as consumers become more concerned about environment, animal welfare as well as their own health and wellbeing ...

## Colour Cosmetics - Lip - China

“When it comes to lip colour cosmetics, Chinese consumers, especially young women, are more trend-driven instead of innovation-driven. In the past few years, they have kept speeding up their purchase cycle to follow the evolving trends, which keeps the strong growth going. However, more sophisticated consumers, such as Mintropolitans, have ...

## Consumer Snacking - UK

“Snacking remains an ingrained habit for Britons. The view of snacks as an important energy source throughout the day, and as a necessity in busy lifestyles, underpins this habit. It also points to further longevity for snacking and the relevance for snacks to align with catering to or countering busy ...

## Cookware - US

The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.

## Data Centres - UK

“The data centre sector remains highly fragmented in the UK as it is worldwide. Growth in the number of data centres is slowing, but demand for services continues to

increases, and space for new retailers becomes available with the decline of Carpetright, we can expect to see new offerings and product ranges from ...

## Chocolate Confectionery - UK

“Premiumisation remains a strong trend in the chocolate market. As references to provenance have become prevalent in premium chocolate, going a step further and educating consumers on how the taste of the chocolate is influenced by the origin of the cocoa beans, could help brands connect with consumers on a ...

## Colour Cosmetics - UK

“The colour cosmetics category continued to show strong sales performance in 2017, with the mass-market and prestige sectors both faring well. Women’s buying behaviours show an increase in the purchase of lip gloss and liquid foundations, driven by NPD and beauty trends. With high interest in technology aiding the shopping ...

## Consumers and Payment Innovation - UK

“Facing up to new payment methods will be a gradual process, particularly with facial recognition authentication feeling so much more personal than a fingerprint scan. Some people have a natural aversion to new payment methods, as shown by scepticism towards smartphone and contactless options. Providers will need to give users ...

## Courier and Express Delivery - UK

“Courier and express delivery services continue to surge, driven primarily by the burgeoning B2C sector and boom in online retail. However, the industry has been marked by intense pricing competition and slim margins. Mounting expectations among the consumer base grow evermore demanding, with convenience and price apex to this.” ...

## Digital Advertising - UK

“The digital advertising market is expected to continue its growth despite potential challenges to programmatic services from the GDPR. Indeed, the regulation may

grow. This is encouraging widespread modernisation of the legacy infrastructure to increase capacity and gain greater cost efficiency. Eventually there will ...

## Dips and Savory Spreads - US

"The diverse \$4.6 billion dips and savory spreads category enjoys solid consumer participation, likely due in part to the increasing popularity of snacking and brand loyalty. All three segments of the category managed growth from 2016-2017, but refrigerated options have been especially successful as consumers seek out fresh foods ...

## DIY Retailing - Europe

"There has been a marked contrast in recent strategy between the two leaders in European DIY. On the one hand there is an approach typified by ADEO (whose main business is Leroy Merlin) with a very customer-focussed, service-led strategy. On the other we have seen a cost-led strategy at Kingfisher ...

## DIY Retailing - Germany

"However one looks at the DIY sector in Germany, it is hard to paint a rosy picture. It is under pressure as all the main macro-economic and demographic factors are moving against it. We do not forecast a sudden collapse, just a long slow decline. The opportunities in the sector ...

## DIY Retailing - Spain

"After a prolonged and painful recession, the DIY sector is showing signs of a strong recovery. Both the spending and specialist retailers' sales figures are moving the right way. Even house prices have started to recover. This should be the right environment for the DIY retailers to expand again, though ...

## Energy Drinks - US

Sales grew an estimated 5.6% in 2017, bringing the energy drink/shot market to \$13.4 billion. Positive growth of 4-5% per year is forecast through 2022, when the market is expected to reach about \$16.9 billion. The

serve to actually improve consumer confidence in an industry which is being criticised over the indiscriminate collection of personal data. An industry-wide standard for ad quality is ...

## Dishwashing Products - UK

"The rise of the discounters has continued to dent the market's value sales, despite the growing population. Going forward, an increase in small household sizes and the squeeze on consumer spending pose a challenge to the automatic dishwashing market. Meanwhile, interest in packaging that reduces plastic waste presents areas for ...

## DIY Retailing - France

"French DIY is a tough market for specialists at the moment. Competition has intensified as consumers have become more accustomed to buying online and non-specialists, such as electricals retailers and grocers, have increased their share of spending using marketplaces to expand their offer from third parties. Market leader, Leroy Merlin ...

## DIY Retailing - Italy

"Italy's DIY specialist retailers saw sales expand for a fourth consecutive year in 2017, albeit with very low growth, buoyed by a brief improvement in the housing market. However, house prices have since begun slipping back and the market remains depressed. The number of consumers planning to spend on home ...

## DIY Retailing - UK

"Pressure is mounting on the DIY sector, with spending becoming increasingly fragmented and shifting from specialists to non-specialists. The pressure comes from external sources, including the shift away from home ownership, slowing activity in the housing market and increasing competition, but also internal ones such as the disruptions caused by ...

## Equity Release Schemes - UK

"The equity release market is undergoing a resurgence in popularity although this is yet to influence everyday consumer perceptions. New lifetime mortgage products provide the solution for many concerned with the cost of funding their retirement. Mainstream lenders are

dominant energy drink segment, with 91% market share, has been ...

## **Estilo de Vida dos Brasileiros - Brazil**

“Apesar da instabilidade política pela qual o país está passando, existe uma percepção positiva sobre a retomada do crescimento da economia. O brasileiro aprendeu com a crise e criou novos modelos de negócios, produtos e serviços a preços mais acessíveis, e a tendência é de que eles continuem a prosperar ...

## **European Retail Briefing - Europe**

This month's European Retail Briefing includes:

## **Financial Literacy - US**

"Financial illiteracy is a critical barrier to financial inclusion—though certainly not the only one. But due of a lack of knowledge about finance and financial products, many consumers find themselves unable to access banking and other financial services, and are either kept out of financial markets, or exposed to often-predatory ...

## **Frozen Snacks - US**

Frozen snacks have bounced back from an unstable past few years and steady, but minimal, growth is predicted looking ahead to 2022. Private label brands are performing strongly and legacy frozen snack brands remain stable, especially among parents with 85% acknowledging their kids eat frozen snacks. Despite the stability, increased ...

## **Holiday Planning and Booking Process - UK**

“There are growing opportunities for brands around convenience and capturing the ‘full traveller journey’. Consumers require tools that save them research time

investing in this market to help people maintain their standard of ...

## **Estilo de Vida dos Millennials - Brazil**

“A geração dos millennials tem sido impactada diretamente pela crise econômica e a alta taxa de desemprego. Se por um lado esse cenário faz com que demorem mais para sair da casa dos pais e tenham uma visão pessimista em relação à economia, por outro lado também os motiva a ...

## **Facial Skincare and Anti-aging - US**

"The facial skincare and anti-aging market has grown a modest 5% between 2012-17, driven by gains in the facial cleanser and facial moisturizer segments. Consumer demand for multi-benefit products is hurting growth of specialty skincare treatments, and an emphasis on natural, effective ingredients could be a challenge to mature, established ...

## **Footcare - US**

"Footcare industry sales are projected to dip. The industry is slowly stabilizing after a sharp sales increase in 2015 was followed immediately by steep declines, a result of a foot smoothing device fad. Foot pain and aesthetic issues are fairly common, driving footcare product usage. Consumers prioritize functionality over brand ...

## **Hispanics and Social Media - US**

"Hispanics – due to their youth – are engaged social media users. They find in social media a group of connections/friends who share their personal interests despite having diverse cultural backgrounds, political views, and religious interests. As social media provides Hispanics with a way to find information that is ...

## **Hotels - China**

“The rise of home sharing is posing a threat to conventional hotel business as consumers, especially young consumers, are craving unique and authentic experiences. Hotel groups should strengthen their own

and cut through the complexity of the online world. They seek trusted one-stop shops, online and offline, where they can make all their arrangements quickly and easily.”

## Hotels in the Low Countries - Europe

“Amsterdam remains the epicentre of hotel development in the Low Countries, with some 50 hotels in the pipeline, though a brake has been put on future projects due to a recent ban on new hotel development. Luxembourg looks set for a significant expansion of its hotel capacity in the coming ...

## IT Services - UK

“IT developments are relentlessly progressing, and the speed of change continues to gather pace. This is boosting the IT services market, while customer investment hesitancy with the economic uncertainties created by Brexit is further encouraging the adoption of flexible pay as you go costing models for both hardware and ...

## Lifestyles of Millennials - Brazil

“Millennials have been directly impacted by the economic recession and the high levels of unemployment. On the one hand, this situation drives them to live in their parents’ house for longer and to demonstrate a pessimistic perception about the future of the country’s economy. On the other hand, it motivates ...

## Marketing Health to Millennials - US

The Millennial generation is aged 24-41 in 2018, with many in the midst of major life milestones. As this generation balances a busy lifestyle they focus on the small steps they can take to manage their wellbeing. For Millennials, health and wellness is essentially a means to looking better and ...

## Men's and Women's Footwear - US

advantages, such as professional customer services and fitness facilities, to stay competitive in the market. In addition, a clear focus ...

## Infant Milk Formula - China

“As more and more brands have passed formula registration, the IMF market will see a more stabilised situation. Seeking new solutions to enhance competitiveness on online channels becomes crucial. When considering premium products, practical benefits such as nutrition are always the major criteria.”

- Cheryl Ni, Research Analyst, Food & ...

## Legal Services - UK

“Competition in the UK legal services market is expected to further intensify over the coming years, driven by new entrants, rapidly evolving technology, innovation in business models, and changing client buying patterns. The more competitive market also means that technology and innovation will play a key role in ensuring that ...

## Managing Stress and Wellbeing - UK

“Levels of stress amongst today’s Brits are on the rise, driven by growing financial pressures and increasing workloads. This represents a burgeoning health crisis that the NHS is ill equipped to cope with, indicating an opportunity for brands and service providers to help alleviate – or even stave off – ...

## Marketing to the iGeneration - US

Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials’ Gen Y, the iGeneration is starting to take Millennials’ place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group. In some senses, iGens ...

## Men's Attitudes to BPC - Brazil

“The BPC products for men have some challenges to overcome. It’s more common to see men with a beard

Footwear sales have been strong, and that trend is expected to continue in both men's and women's segments, thanks to necessity and product innovation. The challenge for brands and retailers lies in encouraging more shopping outside of replacement and continuing to find ways to address changing consumer shopping preferences, especially ...

## Mobile Apps - Canada

As mobile devices become more and more important to consumers, it's the apps that have been at the root of the user experience. These software applications allow users to do everything from chatting with friends and ordering cabs, to paying bills and playing video games. Today, there are literally millions ...

## Nappies - China

"Consumption premiumisation has further fuelled the market growth and tariff reduction will bring opportunities to international brands and also threat domestic brands. The agreement on nappy choices of mums and dads shows a chance to involve dads into purchasing nappy. Keep investing in high quality products and providing thoughtful service ...

## Occupational Health - UK

"Health and wellbeing programmes can play a major part in helping the UK close the productivity gap and provide the B2B market with a great opportunity. If employees in a professional services environment enjoy work, they do better work, which is obviously beneficial to both staff and organisations."

## Outdoor Vacation Activities - US

"As travelers put greater emphasis on experiences over destination, vacations that include outdoor activities can provide an escape from daily life. Leisurely outdoor activities appeal to a broader group of vacationers, but active outdoor activities tend to attract a more dedicated group of enthusiasts. The opportunity to connect with others ...

## Property as an Investment - UK

and mustache nowadays, for example, but most of them still do not use any facial hair product. In addition, barbershops need to find creative ways to attract these consumers, as the ...

## Mobile Network Providers - US

Wireless service marketing is challenging given that penetration is virtually universal and that the majority of subscribers are not interested in changing service. With limited opportunities for adding new subscribers and difficulty in poaching existing ones, focusing on increasing average revenue per user (ARPU) through new features is likely to ...

## Non-chocolate Confectionery - US

"Dollar sales of non-chocolate confectionery have increased although year-over-year growth has been slow, as the category struggles with consumer concerns over health. However, the importance of indulgence has prevented decline overall. Growth, albeit slow, is forecast through 2022, with the slowdown due to reduced category participation."

**-Beth Bloom, Associate Director ...**

## Online Shopping - US

"While purchases made online comprise a small portion of total retail sales, e-commerce continues to grow at staggering rates with no end in sight. Even many retailers that are struggling overall report their e-commerce business as a bright spot. Consumers value the convenience and (often) favorable prices digital shopping brings ...

## Pet Store Retailing - US

challenges in maintaining their position as the ultimate shopping destination for the 73 million pet owners in the US (or 58% of US households). From adapting to shifting demographics and product preferences to competing with online, mass merchants, and independent retailers (eg boutiques), pet specialty will need to adapt to ...

## Pub Catering - UK

“The buy-to-let mortgage market is expected to see slower growth in relation to house purchase going forward, reflecting a harsher regulatory climate and less favourable market conditions. High house prices and higher borrowing costs, as well as greater upfront expense for those who already own property, will likely make the ...

## Pub Visiting - UK

“Millennials are particularly likely to view pubs as all-round leisure experiences and are receptive to new and more unusual forms of entertainment. The difficulty for landlords will be to cater for these more open-minded pub-goers while also meeting the needs of more traditional patrons who tend to see the pub ...

## Refrigerantes - Brazil

“O mercado de refrigerantes parece já ter vivido dias melhores. A atual crise econômica do país, somada à mudança de hábitos dos consumidores, que vêm buscando opções de bebidas mais saudáveis e a previsão de endurecimento das leis brasileiras relacionadas à comercialização de bebidas açucaradas têm se mostrado como grandes ...

## Skiing and Snowboarding - UK

“There are numerous consumers trends that ski resorts and tour operators can tap into to widen the audience for these types of holidays. Interest in health and fitness continues to grow in the UK so active holidays are likely to appeal. A break to a ski resort can provide both ...

## Social Networking - Ireland

“The recent data privacy scandal that resulted in users’ data being accessed by a third-party platform without their knowledge has damaged Irish consumers’ confidence in social networking sites and raised questions about data ownership. Further strengthening of data privacy and security beyond measures already introduced will help social networking sites ...

## The Connected Home - UK

“The appeal of connected home devices is increasing as second-generation products improve functionality and

“Eating at pubs is an affordable treat which should not be badly impacted in a consumer downturn, providing pub operators continue delivering excellent service as well as high quality yet affordable meals. In addition, pubs that make the most of non-traditional meal times can maximise profits coming from younger consumers ...

## Quick Service Restaurants - US

“The QSR market is thriving thanks to QSR brands making changes consumers want while still staying true to its brand identity. Value remains a major focus within the QSR market, and most chains are focusing heavily on their low-price options, with many also developing a few premium options in order ...

## Retirement Planning - Canada

“Women are less confident about their retirement finances so messaging centred on emotional connections to money will likely resonate with them and encourage them to be proactive about retirement planning.”

– **Sanjay Sharma, Senior Financial Services Analyst**

## Social Media Trends - Canada

Canadians are active social media users with the majority of consumers visiting certain platforms on a daily and weekly basis, with Facebook and YouTube driving much of the social media activity. A notable share of consumers have utilized social media to access discounts and special offers, and leading behaviours and ...

## Sports Participation - China

“The fast-growing sports participation market brings opportunities for not only the sports industry but also brands in other categories. Launching more varieties of sports activities and making sport more fun will attract a larger participant base, and sports data created by participants could work as positive feedback as well as ...

## The Natural/Organic Shopper - Canada



devices are released that cover broadening price points. Voice-controlled speakers have emerged as the main controller for the connected home, but whilst many products can now receive commands from these digital assistants, consumers still need convincing ...

## Travel and Tourism - Bahrain

“Bahrain has a state-of-the-art international seaport, the Khalifa Bin Salman Port, which is surrounded by a diverse, dynamic manufacturing and logistics cluster. The Bahrain International Airport is just ten minutes away and offers unparalleled connectivity across the Middle East region as well as beyond.”

– **Dr Jarmo Kotilaine, chief ...**

## Travel and Tourism - Iran, Islamic Republic of

“Voted by Bloomberg as ‘one of the best 20 places to visit in 2017’ and by Forbes as ‘one of the coolest places to go in 2017’, Iran is receiving increasing international recognition for its extraordinary cultural treasures that include 21 UNESCO World Heritage sites, outstanding hospitality and friendly locals ...

## Travel and Tourism - Palestinian Territory, Occupied

“It could be the lure of Bethlehem’s Banksy hotel offering ‘the worst view in the world’ that is attracting tourists in their thousands to the West Bank, but whatever has propelled Palestine to the top of the list of 2017’s fastest-growing tourist destinations is helping bring the world’s attention to ...

## Trends in Eco-accommodation Worldwide - International

“The eco-accommodation sector is one of the most familiar market expressions of sustainable tourism, and by now it has achieved a measure of longevity and durability that speaks volumes about its place in the tourism industry.”

– **Jessica Kelly, Senior Tourism Analyst**

“When asked, most Canadians claim they purchase foods or drinks with either organic or natural labels. Furthermore, more consumers claim that they are purchasing more organic/natural foods/drinks. While these are positive signs, the perception that these products are too expensive remains a barrier in the minds of consumers ...

## Travel and Tourism - Cyprus

“The country’s maritime sector continues to be an important contributor to growth, as Cyprus is considered one of the most important international hubs for ship owning and management services, and Cyprus’ international ship register ranks third in the EU and is the tenth largest in the world. Tourism is also ...

## Travel and Tourism - Israel

“The all-time record number of tourists visiting Israel this year is no accident. It is the result of clear policy. We have implemented several significant initiatives including reaching out to new and focused markets, building sub-brands and launching new campaigns, collaborations with large online travel agents, giving financial incentives to ...

## Travel and Tourism - Qatar

“Primarily known as a world-class business tourism destination, the tiny, safe, oil- and gas-rich state of Qatar is also a fast-growing cruise-tourism destination. A blockade by key Arab nations in mid-2017 has fast-tracked a diversification of tourism source markets, as it gears up to host the FIFA World Cup in ...

## UK Retail Briefing - UK

**This month's UK Retail briefing includes:**



## Vegetables - US

"The vegetable category remains sizable, though sales are largely driven by consumer interest in lower prices and fresher options. While consumers indicate they would like more vegetables in their diet, data shows they continue to fall short of recommendations, suggesting brands may well have to incorporate novel approaches to garner ...

## Womenswear - UK

"The womenswear market is facing challenging times, with many of the major players in the market seeing weaker sales growth. In a more competitive retail environment, retailers must make sure they have a compelling product offer and a real understanding of what their customers want. Retailers can no longer get ...

## 婴幼儿纸尿裤 - China

"消费升级进一步推动了市场增长，而关税下降将为国际品牌带来商机，同时威胁国产品牌。爸爸们与妈妈们在选择纸尿裤上的相似度，显示品牌有机会让爸爸参与纸尿裤的购买过程。持续投资开发优质产品并提供周到服务，将成为品牌留住消费者的关键之举。"

— 周文棋，研究分析师

## 对运动健身的态度 - China

"体育运动已不再仅仅意味着强身健体，还代表了一种时尚的健康生活方式选择。因为害怕落伍，人们踊跃加入这一浪潮，对运动设备和服装不吝支出，越来越热衷去健身中心或打造家庭健身房。"

— 马子淳，研究副总监

## 早餐 - China

"营养和安全是消费者对早餐的两大基本要求。早餐市场的销售额势必将保持增势。推出更便捷省时的早餐将为市场带来更多发展机遇；此外，丰富中国消费者的早餐食品选择，或许也可为品牌带来商机。"

## Why Consumers Build and (Sometimes) Abandon Online Shopping Carts - US

"Three key issues facing online retailers involve how consumers are building online shopping carts, encouraging consumers to spend more online and preventing them from abandoning online shopping carts. Consumers are spending more time online and have more choices of products. This means that, while there are more opportunities to sell ...

## 大众体育参与 - China

"快速发展的体育参与市场不仅为体育行业带来了机遇，也为其他行业的品牌带来契机。推出更多种类多样的体育活动，让体育变得更有趣，能更大范围地吸引消费者参与，而参与者生成的运动数据不仅能带来积极反馈，还能成为促使用户运动的动力。由于消费者最普遍信任体育明星，所以体育明星代言品牌或许可更有效地塑造品牌形象。"

— 黄一鹤，研究分析师

## 婴幼儿配方奶 - China

"随着越来越多的品牌完成配方注册，婴幼儿配方奶市场将趋于稳定。寻找新途径提高线上渠道的竞争力变得至关重要。消费者在选择高端婴幼儿配方奶时最看重其实用性功效，如营养价值。"

— 李梦，研究副总监，食品与饮料

## 彩妆-唇部 - China

"就唇部彩妆而言，中国消费者（尤以年轻女性为主）更受流行趋势而非产品创新吸引。过去几年，消费者为跟上变化的流行趋势，不断加快购买周期，持续推动市场的强劲增势。但是，有更多熟悉唇部彩妆的消费者（如英敏特城市精英人群）发展出对真正创新产品的强烈需求，而非只为追逐新色号而已，如此显示产品创新对这一品类长期发展的重要性。"

— 李玉梅，高级研究分析师

## 酒店 - China

"共享住宿的崛起威胁着传统酒店业务，因为消费者，特别是年轻消费者，渴望独特和地道的体验。酒店集团应强化自身优点，如专业的客户服务和健身设施，以保持市场竞争力。此外，清晰的卖点/定位也可以帮助酒店品牌在激烈的竞争中脱颖而出。"



— 李梦，研究副总监，食品与饮料

— 陈杨之，高级研究分析师