

## November 2020

### Annuities and Income Drawdown: Inc Impact of COVID-19 - UK

“In the initial aftermath of COVID-19, restrictions on face-to face-advice and market turbulence led to a significant decline in sales of both annuities and drawdown options. Although pension funds have largely recovered, continuing uncertainty is expected to harm the market for the duration of 2020. Overall knowledge of pensions and ...

### Baby Personal Care - China

“A declining birth rate in China means that the baby personal care market will rely more on increased spending per baby. Parents will always prioritize safety and professionalism when choosing products; therefore demonstrating excellent product quality that satisfies those basic needs is key. In addition, brands can leverage premiumisation with ...

### Beds and Bedroom Furniture: Inc Impact of COVID-19 - UK

“COVID-19 will see sales drop in 2020, driven by a reduced appetite for big-ticket items, store closures, reduced credit uptake and a turn away from built-in furniture amid ongoing anxiety. This disruption is set to have longer-lasting implications also, with a notable shift in shopping behaviours, particularly in the move ...

### Beer: Inc Impact of COVID-19 - UK

“Beer sales have been hit hard by the closure of pubs and bars and restrictions during the COVID-19 pandemic, with the increased sales through retail not enough to make up for lost sales through the on-trade. This will mean a bigger emphasis for beer brands on beer drinking at home ...

### Better for You Eating Trends: Incl Impact of COVID-19 - US

“Many adults rely on better-for-you food products to some degree in supporting their physical and mental wellbeing. The association of better-for-you foods with

### Attitudes towards Germs: Inc Impact of COVID-19 - UK

“The remarkable rise in sales of germ-killing cleaning products recorded in 2020 will be hard to replicate. However, COVID-19 offers brands new opportunities to appeal to consumers by catering for newly developed cleaning habits and tapping into the wellness trend to encourage consumers to see homecare routines as an extension ...

### Beauty Devices - China

“Although growth is booming, with more international and domestic brands entering and expanding, the China beauty devices market is becoming over-crowded and entering a stage where players that cannot offer devices that meet consumers’ shifting and upgrading demands and inferior efficacy and safety will be shed.”

– Anne Yin ...

### Beer, Craft Beer & Cider: Incl Impact of COVID-19 - Canada

“COVID-19 has dramatically changed Canadians’ drinking habits in the short term, though the same dynamics that had been evolving prior to the pandemic will likely remain in the years to come. When Canadians drink alcohol they are most likely to reach for beer. That said, on a per-capita basis, Canadians ...

### Beer: Incl Impact of COVID-19 - US

“Beer is losing out to other alcohol categories on the measures of health, taste and even value for which it held a historical advantage. While the COVID-19 pandemic will lead to the first dollar declines in the category for some time, it will also allow beer players an opportunity to ...

### Black Consumers and Household Cleaning Trends: Incl Impact of COVID-19 - US

“Even before COVID-19 impacted consumers’ lives and elevated the importance of cleanliness, Black consumers

immune system health will support the market throughout the pandemic and ongoing recession. BFY brands have opportunities to expand their audience – especially to parents, younger adults ...

## Books and E-books: Inc Impact of COVID-19 - UK

“Bookstores, especially independent bookstores, have been dealt a harsh blow by the pandemic, which will continue to be very difficult to navigate. A positive story to take from the outbreak so far, however, is that it has further highlighted people’s love of print books and reading, as well as how ...

## Burger Trends: Incl Impact of COVID-19 - US

“Burgers are a foodservice favorite that offer flavor and ingredient versatility that makes them a comforting and convenient choice for consumers looking for familiarity or adventure in their quarantine cuisine. In these uncertain economic times, QSRs and fast casuals are not surprisingly seeing the most success with burgers due to ...

## Car Owners in Lower Tier Cities - China

“Although consumers demonstrate practical-oriented preferences when it comes to decision-making and aftersales channels, car owners in lower tier cities are more keen to learn about cutting-edge technology and show higher acceptance of new energy cars. This is also due to the fact that they are more interested in presenting their ...

## Changing Face of US Healthcare: Incl Impact of COVID-19 - US

“COVID-19 has drastically changed how adults interact with the US healthcare system, as well as what adults expect from healthcare brands. The pandemic has expedited certain trends within the healthcare space, such as the use of virtual care tools for primary care, improved accessibility to mental health resources and retail ...

## Coffee Shops: Inc Impact of COVID-19 - UK

showed a tendency to use more household care products. As health concerns continue to drive stepped-up cleaning efforts, brands need to first and foremost communicate efficacy. Secondary attributes (eg green/natural) are less important for critical ...

## British Lifestyles - UK

“The COVID-19 pandemic has been the most significant event in generations, with the initial lockdown and ensuing social distancing measures changing consumer lifestyles in a way that would have previously been considered inconceivable. And yet, consumers have proven to be highly adaptable as they have continuously adjusted to the fast-changing ...

## Car Aftermarket: Inc Impact of COVID-19 - UK

“Despite the significant impact of COVID-19 on car sales, replacement parts largely weathered the difficulties posed by the pandemic. The continuing need for cars to remain roadworthy helped insulate the sector from a major decline in sales. Going forward, the market will continue to face challenges, notably from the future ...

## Casualization of Fashion: Incl Impact of COVID-19 - US

“Sweatpants, hoodies and other comfortable clothing items compose the uniform of choice during the COVID-19 pandemic as consumers are confined to their homes. The reality is, though, that this casual approach to fashion has been trending for some time and will outlast the pandemic as well. While consumers are looking ...

## Cheese: Incl Impact of COVID-19 - US

“COVID-19 has provided a tailwind to previously slow growth in the cheese category, resulting in significant sales increases across each segment and for players both big and small. Consumers have used more cheese both at meals and as a snack during the pandemic, pointing to the importance of cheese’s inherent ...

## Consumer Spending Sentiment - Q3 - China

“Consumers’ interest in coffee shop products for at-home use is driven by changes in their daily lives as many are spending more time than ever inside their homes and shopping more online, unlocking opportunities for coffee shops to bring their brands into people’s homes through e-commerce.”

## Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

## Dark Spirits: Incl Impact of COVID-19 - US

“Spirit brands are reeling from the loss of on-premise sales and as consumers facing economic hardships prioritize known, familiar brands over experimentation. Opportunities within the market exist despite these challenges. Successful dark spirit companies are highlighting their heritage while also embracing innovation by experimenting with various casks and launching RTD ...

## Digital Trends - Q3 - China

“COVID-19 has not stopped the process of digitalization in China. It has changed consumers’ consumption practices in all walks of life. The rise of live streaming has reshaped the entire e-commerce industry. In the medical industry, the concept of health monitoring and the rise of online medical platforms have become ...

## Estate Agents: Inc Impact of COVID-19 - UK

“The extensive support for businesses and workers in response to COVID-19 has so far limited the virus’ impact on the UK property market. Whilst the industry is also challenged by both economic and political uncertainty with regards to Brexit, demand for property has held up well.

“China’s economy continued to improve in the third quarter, with many indicators turning from negative to positive. The overall economy is gradually returning to normal levels. Consumption of discretionary/luxury goods has increased, but travel and foodservice-related industries remain in recession. Premiumization is still on-trend, with the majority of consumers ...

## Cooking and Baking Habits - China

“The COVID-19 outbreak has resulted in the shift from dining out to cooking and baking at home. Most young consumers aged 18-24, who used to bear less cooking responsibility, have stepped into the kitchen and kept their cooking habits in the post-COVID-19 period. Ready-to-cook products and compound seasoning packs could ...

## Designer Brands - China

“Designer brands have been neglected in China for a long time. But as the younger generation become the major consumption force, designer brands have been mentioned more frequently. Although the public perception of designer brands remains limited, the attitudes towards designer brands have changed. With the synergy effect of social ...

## Entertaining at Home: Incl Impact of COVID-19 - Canada

“The year 2020 has seen entertaining at home shift from a timeless, fun, relaxing social activity to something that has caused many consumers anxiety about both their safety and the law. Yet as challenging as this time has been, it has also illustrated how vital in-person get-togethers are to Canadians ...

## European Retail Briefing: Inc Impact of COVID-19 - Europe

As England comes out of another lockdown, and other regions see varying levels of restrictions, consumers are likely to have reverted back to BPC behaviours seen during the first lockdown. Professional services in particular will be impacted as consumers turn to DIY beauty routines, but with Christmas around the corner ...

## **Evolving eCommerce: Beauty Retailing: Incl Impact of COVID-19 - US**

“Disruptions to consumers’ lifestyles caused by the pandemic, combined with the recession, have created challenges for the beauty industry. Consumers are re-evaluating their beauty needs and limiting nonessential spending overall. While the total beauty category will continue facing challenges, the online channel represents growth opportunities for the market. Features such ...

## **Family Leisure - China**

“Powering children’s leisure activities with learning motivates family leisure spending. ‘Learning’ has been intensively interpreted as knowledge and intelligence building for children, making this a crowded field. Leveraging parents’ passion to engage children in the kitchen and develop art and sport skills are new ‘ingredients’ to watch.

Parenting goals are ...

## **Fashion Online: Incl Impact of COVID-19 - UK**

“COVID-19 has accentuated the shift towards shopping for fashion online and heightened online demand will be a legacy trend of the pandemic. It will also have served as a catalyst to drive fashion retailers to invest in finding digital solutions to the ongoing issue of fit when buying clothes and ...

## **Financial Needs of Gen X: Incl Impact of COVID-19 - US**

“Gen Xers are at an age where they do not expect much to change in their lives – they have steady jobs, their family may be complete, and they most likely own property. COVID-19 has thrown them, in addition to other generations, for quite the loop. They were concentrating on ...

## **Food and Drink Shopper: Incl Impact of COVID-19 - US**

“While the COVID-19 pandemic has accelerated innovation in food and drink retail and motivated

## **Facilities Management: Incl Impact of COVID-19 - UK**

“The overall impact of COVID-19 has been significant on the facilities management sector, though the wide range of services offered and the varied client base have resulted in different sectors being impacted at very different levels. Some COVID-19-related public sector contracts have partially offset major reductions in other sectors, some ...

## **Fashion Influencers - China**

“KOL marketing is particularly strong; however there is no exact definition of what a fashion influencer is. The secret behind the success of KOL marketing is trust, and the marketing form only exists because consumers trust key opinion leaders. For KOLs to stay relevant in the industry, authenticity, integrity, trust ...

## **Fast Casual Restaurants: Incl Impact of COVID-19 - US**

“Fast casual restaurants are moderately damaged by the COVID-19 crisis and large shift to working from home, although they are able to more easily pivot to off-premise business needs than their full-service counterparts. Fast casuals are well-suited to recover and grow during the recession as consumers seek out more high-quality ...

## **First Aid: Incl Impact of COVID-19 - US**

“Although all consumers have purchased some type of first aid product, the category has lacked excitement and significant sales growth for some time. The intense focus on health created by the pandemic has changed that for the category in 2020. First aid companies should take advantage of this moment to ...

## **Fragrance Trends in Beauty: Incl Impact of COVID-19 - US**

“The fragrance and scented personal care market is in a moment of evolution. Lifestyle changes as a result of

behavior changes among food and drink shoppers, its biggest impact on the industry may have been to amplify the underlying emotional benefits of the task. More than ever, food and drink shopping is a way to ...

## Gender Identity and Expression - US

“Today more people are coming to accept the gender spectrum model that supports fluid and non-binary gender identification. While gender-expansive identities remain a minority, they are most common among Gen Z and LGBTQ+ adults. The widespread awareness and acceptance among these segments indicates that this shift in the concept of ...

## Healthcare Spending: Incl Impact of COVID-19 - US

“At the peak of the pandemic, COVID-19 nearly shut down all medical facilities that were not considered ‘necessary’ beyond those treating adults diagnosed with COVID-19. Healthcare spending greatly decreased, but as with most essential services, consumers have needed to return medical care providers for their general health and wellbeing. Cost ...

## Healthy Lifestyles: Inc Impact of COVID-19 - UK

“The COVID-19 pandemic has brought the true state of the nation’s health into unprecedented focus. With the majority of people still considering themselves either average or somewhat healthy, however, the new government strategy is commencing from a difficult starting point. Opportunities lie in providing mood boost ideas for an increasingly ...

## Hot Dogs and Sausages: Incl Impact of COVID-19 - US

“Between the category depth, versatility and cost-effectiveness, hot dogs and sausages were well positioned both during the pandemic and for the economic uncertainties it triggered. The category made significant sales gains, including a considerable turnaround for the hot dog segment after consecutive years of declining sales. Breakfast sausage is also ...

COVID-19 put pressure on the fragrance side of the market, while scented personal care thrives due to heightened focus on health and hygiene.

Even before the pandemic, cross-category competition posed a ...

## Hábitos de Consumo de Bebidas Não-alcoólicas: Incluindo Impacto da COVID-19 - Brazil

“A crise econômica e a pandemia de COVID-19 têm provocado mudanças nos hábitos de consumo de bebidas não alcoólicas entre os brasileiros. Embora algumas categorias de bebidas tenham sofrido um maior impacto negativo, surgiram oportunidades para a categoria, como a adição de benefícios de melhora da imunidade, da saúde mental ...

## Healthy Eating in Lower Tier Cities - China

“Consumers across all city tiers agree on what factors contribute to a healthy lifestyle and diet but lower tier city consumers are not as proactive in their health management. These consumers are more concerned about having to compromise on taste and, therefore, may encounter barriers to healthy eating in terms ...

## Holidays to Spain: Inc Impact of COVID-19 - UK

“The British love affair with Spain has suffered a period of enforced separation, but will be rekindled once COVID-19 has finally waned. A ‘Welcome Back’ marketing campaign can remind visitors what they have missed the most. This will not be the time for a reinvention of Spain’s traditional appeal. The ...

## Impacting eCommerce: Social Media & Product Reviews: Incl Impact of COVID-19 - US

“As consumers continue to shop more online, the importance and role of social media and product reviews will continue to increase. Even as consumers slowly return to in-store shopping, both social media and product reviews will influence the path to purchase and

guide consumers' decisions – regardless of whether the ...

## International Cuisine Tracker - US

"Consumption of various international cuisines is growing, fueled by a rise in at-home cooking as the pandemic continues on. Restaurants will increasingly need to compete with retail offerings, while CPG manufacturers can expand their international line-ups to appeal to consumers who've grown tired of their home recipe repertoire."

- Amanda ...

## Jewellery & Watches Retailing: Inc Impact of COVID-19 - UK

"The first lockdown due to COVID-19 came as a shock to many in the jewellery and watch industry; numerous independent retailers had to shut stores with no ecommerce presence to sell items online instead. Furthermore, the subsequent lack of tourism dented the luxury sector which tends to drive the jewellery ...

## Lending: Incl Impact of COVID-19 - US

"The COVID-19 pandemic has brought health and economic instability to a substantial portion of the United States population. Unemployment is improving, but the economic ramifications of the pandemic will be felt long after the COVID-19 vaccine is widely available. Consumers who are able have been proactively paying down their debt ...

## Local Vacations: Incl Impact of COVID-19 - US

"Traveling within a few hours' drive has more or less defined leisure travel since the pandemic hit the US in the spring. Consumers are enjoying these local vacations, much to the benefit of campgrounds, national parks and the RV industry. However, while local vacations are popular now, they will face ...

## ISAs: Inc Impact of COVID-19 - UK

"Unprecedented savings activity and the anticipation of tax rises offer opportunities for ISAs to regain some of their lost appeal. The ISA savings habit has proved to be enduring among existing holders, which highlights the importance of attracting young people to the product early on. Low interest rates mean innovation ...

## Leisure Time: Inc Impact of COVID-19 - UK

"During the COVID-19 lockdown, the closure of out-of-home venues gave at-home leisure experiences a chance to thrive. While most venues reopened during the summer of 2020, recovery efforts have been hampered by capacity restrictions, consumer wariness and new regional and national lockdowns. As a result, consumers will continue to seek ...

## Lifestyles of Gen Z: Inc Impact of COVID-19 - UK

"Like Millennials before them, Gen Zers are set to come of age in a deeply unstable economic climate, albeit with the added challenge of potentially persistent social distancing measures. This will stifle opportunities for this generation for the foreseeable future and is likely to put significant pressure on their financial ...

## Logistical Services: Inc Impact of COVID-19 - UK

"Whilst the disruption caused by the pandemic continues, it is vital that logistics companies continue to focus on enabling end-to-end visibility, remain flexible in terms of processes, and collaborate with other industries to support their customers whilst anticipating further disruptions and mitigating the extent of these impacts upon supply chains ...



## Manned Security: Inc Impact of COVID-19 - UK

"Manned security services' essential role in protecting businesses from crime has helped reduce the impact of COVID-19 on market value. However, the pandemic's effect on businesses nonetheless poses a significant barrier to growth, particularly in the cash-in-transit segment.

A budding digital revolution in the sector will help address this, opening ...

## Marketing to Dads: Incl Impact of COVID-19 - US

"While dads may see themselves as new and improved version of their own fathers, they still see the room for improvement in their roles. They see their partners as the primary parent, which contributes to their lack of confidence in their parenting abilities and potentially difficult time communicating and connecting ...

## Meat Substitutes: Inc Impact of COVID-19 - UK

"While lapsing during the COVID-19 pandemic, the meat reduction movement is expected to quickly rebound, driven by its perceived benefits related to health, weight management, sustainability and money-saving. However, meat substitutes must really deliver on these factors to reap the rewards from this trend.

A sharper focus on nutritional excellence ...

## Mobile Payments: Incl Impact of COVID-19 - US

"COVID-19 has permanently changed a number of consumer behaviors, and its effect on payments is no exception. Younger generations are significantly more open to mobile payments, regardless of the timing, but issuers and payment providers will have a tough road to convince older adults to adopt this technology. Consumers realize ...

## Multicultural Young Adults and Influencers: Incl Impact of COVID-19 - US

## Marketing Financial Services to New Canadians: Incl Impact of COVID-19 - Canada

"Canada is set to welcome a record number of immigrants in the next few years making the New Canadian segment a key target for financial institutions."

– Sanjay Sharma, Senior Financial Services Analyst

## Marketing to Parents in Lower Tier Cities - China

"The parenting concepts of young parents, mainly those born in the 1980s and 1990s, in lower tier cities have changed significantly. They have realized that family exerts a great impact on children's growth. Many parents have chosen mother and baby communities as 'parenting assistants', where they can get 'words of ...

## Mechanical and Electrical Engineering: Inc Impact of COVID-19 - UK

"COVID-19 has impacted demand for M&E services strongly during 2020. However, the recovery prospects for the end-use markets vary significantly, with some expecting a rapid recovery, others a gradual growth in demand while some have been structurally altered, with long-term implications for demand. Climate change and human emissions of greenhouse ...

## Movie Theaters Outlook: Incl Impact of COVID-19 - US

"Movie theaters won't go away entirely but they have been dealt a crushing blow in 2020. Even as theaters open back up, fear of contracting COVID-19 has kept consumers focused on social distancing and home entertainment. While dedicated moviegoers will continue to find value in the movie theater experience, casual ...

## Natural and Organic Personal Care Consumer: Incl Impact of COVID-19 - Canada

“Influencers are a ‘friend in the head’ for multicultural young adults who see them as more trustworthy than traditional advertisers because they are authentic people who are willing to be transparent with their thoughts on society, expose them to trends and recommend products and services.”

– **Toya Mitchell** – ...

## **Non-alcoholic Drinks Consumption Habits: Incl Impact of COVID-19 - Brazil**

“The economic crisis and the COVID-19 pandemic have changed Brazilians’ consumption of non-alcoholic drinks. Although some segments have suffered a greater negative impact, opportunities have emerged as well, such as for products focused on immunity, mental health and energy. Innovations can maintain consumption at stable levels and help brands and ...

## **On-premise Coffee Consumption - China**

“The COVID-19 outbreak shored up retail coffee products’ position in the market, posing competition for fresh coffee. However, the fact that consumers are becoming quality- and taste-driven gives players an opportunity to serve coffee drinks with rich mouth-feel, innovative flavours, formats and functional ingredients. Additionally, dominant players can innovate around ...

## **Prepared Meals - Ireland**

“Prepared meals have witnessed a difficult year in 2020. Consumers working from home more often, indefinitely in some cases, coupled with lockdown, has witnessed a boost of scratch cooking and a drop in demand for prepared foods. However, there are some slight wins with pizza, for example, being considered a ...

## **Proteção para a Pele: Incluindo Impacto da COVID-19 - Brazil**

“COVID-19 has accelerated a shift towards more wellness-focused lifestyles. Natural or organic personal care brands can help support these healthy aspirations and self-care practices by providing clean and safe products, both for the end user and for the planet. Younger shoppers are particularly aligned with natural brands, indicating strength for ...

## **Omnichannel Retailing: Incl Impact of COVID-19 - Canada**

“Consumers don’t think of their shopping journey as delineated – most are searching and purchasing across online and in-store channels with the use of mobile in-stores and services like click-and-collect further blurring the lines. Consumers just want their needs met no matter where they’re at. As such, marketers need to ...

## **OTC Analgesics and Cough, Cold and Flu Remedies - China**

“COVID-19 caused a temporary setback but also increased consumers’ awareness of keeping healthy. Based on legislative reform and developing new purchase channels, OTC cold and flu medicine companies need to rely on innovation in product format and marketing activities to convey functionality and target young consumers to achieve future growth ...

## **Processed Poultry and Red Meat Main Meal Components: Inc Impact of COVID-19 - UK**

“Sales of processed meat/poultry meal components have been boosted by increased rates of at-home working and the growth in home cooking as a consequence of the COVID-19 restrictions. Offering recipe suggestions to showcase processed meat products’ versatility should allow companies to drive usage frequency, with scope for a stronger ...

## **Regional and International Flavors and Ingredients: Incl Impact of COVID-19 - US**



“Os consumidores brasileiros se mostram continuamente engajados nos cuidados e proteção da pele. Caracterizado pela diversidade étnica, o Brasil apresenta desafios e oportunidades únicas para o desenvolvimento de produtos de proteção à pele que respeitem as especificidades fisiológicas de cada tipo de pele. A pandemia elevou a conscientização em torno ...

## **Sedans versus Heavy Passenger: Incl Impact of COVID-19 - US**

“Consumers don’t have much affinity for OEMs, but it is a different story when it comes to their vehicle type. Across vehicle types, the majority of consumers are considering sticking with their current vehicle type for their next purchase. Changes in the market are less driven by consumer demands and ...

## **Shopping for Household Cleaning Products - China**

“Household cleaning products come out as one of the winning categories after COVID-19 due to growing demand for a clean and safe home living environment. But retail competition is fierce with such a functional-driven and price sensitive category. Mintel has identified that different channels attract different types of cleaning product ...

## **Skin Protection: Incl Impact of COVID-19 - US**

“Although consumers are aware of the risks from any sun exposure, most sunscreen users still only use sunscreen on a seasonal or occasional basis. Encouraging consumers to use sunscreen during colder months and indoors is an obvious and constant challenge for sunscreen brands. Positioning sunscreen as an everyday product is ...

## **Smart Home - China**

“The smart home market retained a positive outlook under the influence of COVID-19, as the market has continued to grow at a steady speed over the past four years, fuelled by consumers’ willingness to upgrade their devices, IoT technology and the 5G applicable penetration. Overall, the market is still at ...

## **Sports in 2021: Incl Impact of COVID-19 - US**

“Today’s consumer landscape is diversifying, and in turn, the expectations of international and regional flavors are changing. Foodservice plays a strong role in flavor and cuisine discovery but younger consumers are equally likely to seek out these flavor profiles in the grocery store. While consumers have shifted their food spend ...

## **Serviced Offices: Inc Impact of COVID-19 - UK**

“In the short to medium term demand for serviced offices is expected to pivot to more fringe areas of cities and suburban locations, as people look to reduce their commute even beyond COVID-19 and with more companies set to adopt a hub-and-spoke model.

## **Skin Protection: Incl Impact of COVID-19 - Brazil**

“Brazilian consumers have been increasingly engaged with skincare and skin protection. Characterized by ethnic diversity, Brazil presents unique challenges and opportunities for the development of skin protection products that respect the physiological differences of each skin tone. The COVID-19 pandemic has raised awareness about harmful elements to the skin, such ...

## **Small Business Banking: Inc Impact of COVID-19 - UK**

“Despite the enormous threats posed by it, COVID-19 also offers a unique opportunity to highlight the importance of specialist small business banking products, such as accessing finance and support. Banks’ response to the crisis has been welcomed by small business owners, with established providers particularly standing to gain in terms ...

## **Spectator Sports: Inc Impact of COVID-19 - UK**

“COVID-19’s effective shutdown of the spectator sports market for more than three quarters of the year will cut consumer spending on event attendance by 79% in 2020.

## **Streaming Audio: Incl Impact of COVID-19 - US**

“While the COVID-19 pandemic created an unprecedented disruption for sports, the industry has rebounded and is poised for a strong comeback season in 2021. Sports entities will continue to use new engaging methods of interacting with fans, offering innovative ways to promote engagement from a passionate fanbase of consumers. The ...

## Supermarket Retailing - Ireland

“COVID-19 has helped to uplift grocery sales value in 2020 as consumers stockpiled and spent more time at home, driving the need for groceries. However, moving forward with increased unemployment and more financial strife, it is likely that consumers will turn more towards value own-label and discounter products to make ...

## Supermarkets: Inc Impact of COVID-19 - France

“59% of French grocery shoppers said that the COVID-19 outbreak has given them more appreciation of the importance of grocery retailers and the two strict lockdowns in the country has emphasised the key role these retailers play in society. Pre-existing trends are being accelerated by the epidemic, and retailers need ...

## Supermarkets: Inc Impact of COVID-19 - Spain

“Mercadona remains the undisputed market leader in grocery retailing in Spain but other leading players have been increasing their market share, especially discounter Lidl, which could have a potential advantage over supermarkets due to tighter budgets and economic recession resulting from the COVID-19 pandemic. Grocers could see at least 6 ...

## Technology Habits of Over-55s: Inc Impact of COVID-19 - UK

“The impact of COVID has accelerated tech adoption and habits for some of the over-55s, many of whom have tried services such as video calling for the first time. Additionally, social distancing and shielding measures have meant a reliance on online grocery shopping and other online retail products such as ...

“Streaming technology has revolutionized how consumers find and listen to content. Music streaming is increasingly replacing music ownership, podcasts are increasingly replacing talk radio, and audiobooks have never been more accessible to consumers. The streaming audio market, supported primarily through premium subscriptions and advertising, continues to grow and offer value ...

## Supermarkets: Inc Impact of COVID-19 - Europe

“European supermarkets and discounters stand out in terms of the impact of the COVID-19 pandemic having experienced a strong uptick in demand for food and essentials during 2020. Since the beginning of the outbreak, we have seen all the leading retailers quickly adapting to the new circumstances, with a plethora ...

## Supermarkets: Inc Impact of COVID-19 - Italy

“Even before the COVID-19 outbreak, the focus of many Italian households was on price and value when it came to grocery shopping and this played into the hands of the discounters. With rising unemployment and reduced household disposable incomes for many in 2021, these pressures will only increase, so we ...

## Supermarkets: Inc Impact of COVID-19 - UK

“COVID-19 will bring a record year for the grocery sector in terms of sales and 2020 will also be the year to mark a rebalancing of the sector. A legacy boost to online will naturally take more demand away from large-format stores and will mean a further rethink about how ...

## The Cannabis Accessory Market: Incl Impact of COVID-19 - US

“Cannabis accessories are the sleeping giant of cannabis opportunity. Accessories are not beholden to the same regulations as cannabis itself, making them easier to finance, produce and sell. However, advertising restrictions do exist on- and offline, putting a kink in how brands can and should approach messaging. Consumers are also ...

## The Future of Live Events: Incl Impact of COVID-19 - US

“The COVID-19 pandemic marks a turning point for live events. For most consumers, attending an event or performance in person is off the table until they can be sure their health will not be put at risk. In a matter of months, livestreamed performances have evolved and so have consumers’ ...

## Toys and Games: Incl Impact of COVID-19 - Canada

“The COVID-19 pandemic has led Canadians to purchase toys and games to keep busy during lockdown. Regardless of age, consumers are looking to new and entertaining ways to spend their extra at-home leisure time and are turning to toys and games to fill this void. Items in the category stimulating ...

## Visitor Attractions: Incl Impact of COVID-19 - UK

“2020 has been a very difficult year for the UK visitor attractions sector. Visitor numbers have plummeted due to lockdowns, while restrictions on domestic travel and deeply depressed levels of inbound tourism present major barriers to recovery. While social distancing measures are now core features of the visitor experience, venues ...

## Wearable Technology: Incl Impact of COVID-19 - UK

“Smart earbuds remain the fastest-growing wearable technology product. The increasing reliance on voice control puts Amazon in a strong position to gain market share with its Echo Buds, which support Alexa, Siri and Google Assistant. Privacy concerns remain the biggest problem for the Echo Buds and other smart earbuds with ...

## 低线城市健康饮食 - China

“各线城市消费者对于健康生活和饮食的要素的看法一致，但低线城市消费者不像一线城市那样积极进行健康管理。这些消费者更担心牺牲口味，因此，缺乏自控力可能成为他们健康饮食之路的障碍。品牌可以运用科技、简化

## The Role of the Branch in Retail Banking: Incl Impact of COVID-19 - UK

“COVID-19 has driven a rapid acceleration in the adoption of digital banking and cashless payment methods, further reducing the need for bank branches. However, despite their steadily declining use, consumers continue to regard bank branches as important for the local community and as an important safety net in case of ...

## UK Retail Briefing: Incl Impact of COVID-19 - UK

A second lockdown will deal a further blow to the already struggling fashion sector during peak trading, but there are opportunities for retailers to drive sales through the use of digital tools. Virtual shopping appointments for gift recommendations, livestreaming shopping sessions and digital fit technology can all help improve the ...

## Water Filtration: Incl Impact of COVID-19 - US

“COVID-19 has triggered increased interest in water filtration as Americans place a greater priority on home, health and safety. This surge in demand will dissipate just as quickly as it arrived – and the category will return to slow, steady growth. Moving forward, industry players should position water filtration as ...

## Yogurt - China

“The growth rate of the yogurt market slowed down this year but will likely pick up at a high single-digit level again in 2021. The outbreak has driven consumer demand for yogurt as consumers seek better immunity. Ambient yogurt will still grow faster than chilled yogurt because of easier accessibility ...

## 低线城市车主 - China

“虽然在购车决策和售后渠道的选择上都呈现出以实用性为导向的偏好，低线城市车主对于了解前沿科技资讯的渴望、对新能源车的接受程度却更高。这也是由于他们在注重基础功能的同时，更加期待能展现自己的时尚和个性，

宣称，并利用这些消费者对于个人品牌的高信任度帮助他们养成更健康的习惯。”

— 蒋安妮，研究分析师

## 低线城市：针对父母的营销 - China

“以80、90后为主的低线城市家长的育儿观已经有了明显的变化，他们意识到原生家庭对孩子成长的影响，很多家长选择母婴社区作为首席‘育儿帮手’，从中获取‘经验之谈’来更科学地养育孩子；孩子也逐渐成为现代家庭的核心，从现阶段的产品选择到他们未来的人生规划，孩子的独立意志愈发被尊重。品牌应该避免简单粗暴的‘消费导向’营销模式，而为家长提供更多优质的亲子服务与活动来强化‘信赖感’属性。通过注入趣味性、学习性及社交性等附加价值，加强与大朋友、小朋友的互动，建立与时俱进、有时尚感的品牌形象。”

## 婴幼儿护理用品 - China

“中国生育率下降，意味着婴幼儿护理用品市场将更依赖于每位婴幼儿消费支出的增加。家长们在选购产品时总是将安全性和专业性放在首位；因此展现能满足那些基本需求的卓越产品质量是关键。此外，品牌可以通过道德和环保相关特点来提升高端性，以在激烈竞争中脱颖而出。”

— 靳尧婷，研究分析师

## 数码趋势——三季度更新 - China

“新冠疫情并没有阻止中国的数字化进程。疫情在方方面面改变了消费者的消费习惯。直播的兴起重塑了整个电商行业的形态。在医疗行业，健康监测的理念和线上医疗平台的兴起成为加快线上医疗产业发展的催化剂。行业需要深思如何赢得用户信任，从而维持自身生态系统的用户流量。”

— 张鹏俊，研究分析师

## 智能家居 - China

并希望通过与家人朋友分享更多关于车的话题和增加车内互动场景来增进人际交往和感情交流。在售后方面，制定符合低线城市车主需求的配置功能以及提供专业可信的维修保养服务显得尤为重要。汽车品牌也可以借力新科技或新平台，在售后和维修方案上进行业务拓宽和创新。”

— 袁淼，研究分析师，2020年11月17日

## 外食咖啡 - China

“新冠疫情巩固了零售咖啡产品的市场地位，给现制咖啡带来了强劲的竞争压力。但是，当今消费者越来越追求风味出众的优质咖啡，因此咖啡品牌有机会为他们提供口感浓郁、风味新奇、形态多样以及含有功能性成分的咖啡饮品。此外，品牌巨头不断创新，一方面在更多场合为消费者提供便携咖啡选择，另一方面不断优化堂食咖啡体验。”

— 俞文，研究分析师

## 家庭亲子休闲 - China

“以寓教于乐为主旨的儿童休闲活动能够刺激家庭休闲支出。‘学习’已被广泛解读为构建孩子的知识和智力体系，使得此领域的市场竞争非常激烈。家长对于提升孩子生活能力以及艺术和运动才能的热情，为市场带来了新方向。”

育儿目标也在不断演变。除了优秀的学习成绩之外，家长开始更加重视其他方面的培养。这为各品牌打造以孩子身心健康为主旨的创新休闲产品提供了更多可能性，为家庭休闲市场开辟了一片新的蓝海。”

— 高级研究分析师，赵凌波

## 时尚意见领袖 - China

“KOL（意见领袖）营销发展如火如荼，但哪些人属于时尚意见领袖尚且没有明确定义。KOL营销成功的秘诀在于信任，只有消费者信任KOL，这种营销形式才能存在。对于KOL来说，要想在行业中保持影响力，真实、诚信、信任和附加价值仍是关键。许多KOL现在正面临来自KOC（意见消费者）或小众KOL的竞争，这种新概念旨在与消费者建立起更紧密的联系。当前，消费者希望通过时尚意见领袖了解的主要是非奢侈品以及较为详细的购物指导。男性时尚和跨品类销售将是未来值得探索的领域。”

— 许昕远，研究分析师

## 消费意愿——三季度更新 - China

“智能家居市场虽受新冠疫情的影响，但仍保持积极的增长前景。过去4年中，该市场保持稳定增长，消费者的设备升级意愿、物联网科技和5G应用的渗透，都是驱动市场增长的动因。整体而言，该市场仍处于发展初期阶段；智能安防、智能灯具和智能家电等细分将驱动市场创新前行。”

— 许昕远，研究分析师

## 烹饪和烘焙习惯 - China

“新冠疫情导致人们从外出用餐转变为居家烹饪和烘焙。大多数过去不负责做饭的18-24岁年轻消费者也步入厨房，并在后新冠疫情时代保持了烹饪习惯。预制菜和复合调味料包可瞄准这些更加被便利驱动的新兴烹饪人群。健康饮食越来越重要，这也指明了推出更有益健康的酱料和调味料的市场机会，以帮助消费者更健康地烹饪和饮食。此外，随着许多消费者把烹饪和烘焙当做家庭或休闲活动，营销烹饪产品和厨房电器时，乐趣和愉悦的体验值得特别关注。”

— 鲁睿勋，研究分析师

## 购买家居清洁产品 - China

“新冠疫情后，消费者对家居清洁和卫生安全的需求不断提升，家居清洁产品得以成为一大赢家品类。但是，该品类高度关注功效，消费者的价格敏感度较高，市场零售竞争激烈。英敏特发现，家居清洁品类的不同销售渠道吸引了不同类型的消费者。由此可见，与其采用统一的营销套路，品牌需要采取更有针对性的差异化营销沟通策略。”

— 金乔颖，品类总监

“第三季度，中国经济继续向好，多项指标由负转正。总体经济正在逐步恢复至正常水平。非必需品/奢侈品消费有所增长，但旅游和餐饮相关产业仍处在衰退中。高端化趋势未减，大多数消费者仍然追求提高生活品质。由于仍然对未来信心不足，加上中国消费者历来秉持的量入为出的消费习惯，他们似乎对大额开支和投资不太感兴趣。”

— 张鹏俊，研究分析师

## 美容仪器 - China

“尽管中国的美容仪器市场正在蓬勃发展，但是随着越来越多国际和国内品牌的加入与扩张，这一市场正在变得愈发拥挤，并进入一个全新阶段——如果品牌无法满足消费者不断变化和升级的需求，并且产品功效和安全性低下，最终将会被淘汰。”

— 尹昱力，研究分析师

## 非处方止痛药和感冒流感药 - China

“新冠疫情带来了暂时的打击，但也提升了消费者的健康意识。随着医药体制改革和新的购买渠道的发展，非处方感冒流感药企业需要依靠剂型创新和营销活动来宣传药效并瞄准年轻消费者，以获得未来增长。”

— 顾菁，品类总监