

July 2019

## 预加工食品 - China

“消费者主要根据营养和原料等内在因素来衡量预加工食品的健康价值，此外，他们也关注成分表。利用上述要素来升级产品是时下的一种趋势。同时，消费者还关注较短的保质期，因此冷藏预加工食品在未来或有更好的商机，尤其是在鲜食应用软件、便利店和社区店蓬勃发展的情况下。”

## Baby and Children Personal Care Products - Brazil

“The category of baby and children personal care products should keep developing according to the parents’ demands. The beauty habits are changing, and consumers who buy products for their children are picky. Gentle and natural ingredients, UV ray protection and made for specific stages in child’s development, for example, are ...

## Bodycare and Deodorant - US

“The bodycare and deodorant market continues to experience slow, yet steady sales growth, reaching \$6.5 billion in total 2019 retail sales, an increase of 3.4% from 2018. Incorporating added benefits or unique formats typically found in facial skincare into bodycare can help brands boost engagement and sales. Deodorant ...

## Boomers and Finance - US

“Baby Boomers are now the second-largest generation, but they still control most of America’s household wealth. Meeting the needs of this large and aging generation presents financial services companies with both opportunities and pitfalls alike.”

- Chris Shadle, Financial Services Analyst

## Business Traveller - UK

“The business travel market is under pressure amid Brexit uncertainties. Brands that help business travellers to save time, both in the planning process and during the trip, are highly likely to be favoured. Meanwhile, there are opportunities to encourage more business travellers to include leisure time in their trip.” ...

## Attitudes towards Luxury - China

“With the Chinese luxury market maturing, Chinese consumers are now seeking help from luxury brands to make a personal statement that shows their unique identity and better reflects their personality. Going forward, luxury fashion houses will need to have strategies in place to capture the rising younger luxury consumers with ...

## Black Consumers and Quick Service Restaurants - US

“Black consumers visit quick service restaurants (ie “fast food” restaurants) because they are easily accessible and also because they offer tasty indulgent food that is okay to eat on occasion. As QSRs introduce menu and technological innovations to compete with other restaurants and drive in foot traffic, Black consumers are ...

## Books and e-books - UK

“2018 was another positive year for the print book market and Mintel’s research shows the strength of people’s affection for bricks-and-mortar bookstores, whether part of a chain or independent. Waterstones continues to make acquisitions to better position itself against Amazon, particularly with the looming threat of Amazon potentially opening its ...

## Brazilian Lifestyles - Brazil

“This year has been full of uncertainties for Brazil. Waiting for significant economic reforms, such as the pension system, which is still under discussion in Congress, companies have postponed investments, delaying the creation of jobs and the gradual recovery of the economy. Companies should keep following the strategies that have ...

## Car Hire - China

“The growth of the car rental market remains steady at a low speed, whilst consumers’ acceptance of car rental grows with usage expanding to various occasions. The majority (60%) of car rental users are car owners, who choose to hire cars on different occasions, and there is a rising trend ...

## Car Purchasing Process - US

"Vehicle sales are slowing; average vehicle prices are increasing and consumers showing reticence toward the car purchasing process. Consumers need more than aggressive pricing and TV commercials to entice them into purchasing their next vehicle. Consumers currently view the car purchasing process as a necessary evil they must be subjected ...

## Children's Attitudes towards Saving - UK

"Most children feel they have an element of the control in the way that they manage their money and spending, while parents do try to educate them in financial matters. Tools and services which help children better manage their finances are also becoming increasingly popular. Extra encouragement is required to ...

## Coffee - US

"The \$15.1 billion coffee category is projected to grow a respectable 22.7% through 2024 largely thanks to the trendsetting RTD (ready-to-drink) coffee segment, which is on pace to outgrow the long-time coffee leader, roasted coffee, within five years. The market is also driven by the continued modest growth ...

## Color Cosmetics - US

"The color cosmetics market is highly dependent on new product development, as inspired by trends in fashion and beauty. In 2019, total US retail sales for the color cosmetics market is expected to exceed \$11.1 billion. Most recently, as innovations in lower-priced offerings have gained traction, a slowdown in ...

## Commercial Property - UK

"With the current outlook, both politically and economically, uncertain, risk aversion among commercial property investors is expected to remain a major trend over the foreseeable future. Property assets with long lease structures and strong rental covenants are therefore attracting attention as investors seize on opportunities to create long-term, secure, income-producing ...

## Ceramic Tiles - UK

"The ceramic tile market is undergoing a vast range of influences. Some are expanding market potential, such as the greater number of bathrooms per property with the en suite trend, while others are less positive, such as the malaise of housing repair and maintenance generally, and open-plan living restricting kitchen ...

## Chocolate Confectionery - China

"The Chinese chocolate market is benefiting from e-commerce but still requires more innovation. The rising price per retail unit has contributed to retail sales value growth, and reflects the trend towards product premiumisation and consumers' increasing health consciousness, which is creating higher demands on chocolate quality. In order to cater ...

## Coffee and Tea on Premise - US

"Major coffee shop chains and third wave coffee shops have expanded consumer awareness and demand for premium roasts and specialty beverages, which are now especially popular with younger consumers. However, they face stiff competition from fast food restaurants, donut shops, c-stores and other casual restaurants that have expanded their offerings ...

## Commercial Mortgages - UK

"Given the volatility of commercial borrowing and the wider financial climate, projections for the value of the commercial mortgages market are heavily dependent on broader economic factors and the outcome of Brexit, which remains uncertain following the second extension of the Article 50 deadline and the possibility of another general ...

## Conferencing and Events - UK

"In 2018, growth in the conferencing and events market remained subdued due to pressure from Brexit-related uncertainty. This is expected to hold the market back until the UK's future relationship with the EU becomes clear. Nonetheless, the sector's underlying potential, strategic importance and market diversity indicates a positive future if ...

## Consumer Attitudes towards Debt - UK

“Despite a number of positive indicators for households such as rising real wages and historically low levels of unemployment, many remain cautious about committing to big ticket purchases due to a combination of political and economic uncertainty as well as the threat of rising interest rates. This makes for a ...

## Consumers and Financial Advice - UK

“The financial advice market enjoyed a year of healthy growth in 2018, as revenues reported to the FCA showed an 8% increase on 2017. Looking ahead, overcoming challenges such as convincing consumers of the value of advice and security of online systems are key to further success.”

## Convenience Stores - China

“The convenience store sector has maintained vibrant double-digit growth, even at a challenging time for brick-and-mortar retail, thanks to consumers’ continuous pursuit of time efficiency, availability, and instant fulfilment. Ready meals and freshly made beverages in c-stores are winning over Chinese consumers as they provide a quick and economical option ...

## Current Accounts - UK

“Although current account providers continue to scale down benefits, competition is high when it comes to innovation. People are increasingly banking with more than one provider, and many are willing to pay for the right products and services for their needs. But providers must get the basics right first, starting ...

## Department Stores - UK

“As the UK’s leading department stores continue to struggle, there is a question as to whether the concept of

## Consumer Snacking Habits - Ireland

“Snacking continues to be, for many, a daily activity. While healthy snack items are finding a place in consumers’ shopping baskets, treat items such as chocolate and crisps remain important to Irish consumers therefore delivering on quality and indulgence will be imperative for sweet snacks’ continued success.”

– Emma ...

## Consumers and the Economic Outlook Q3: A Look at Both Sides - US

“A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer’s personal belief system aligns ...

## Cookies - US

“The cookie market trails behind some US snack categories. Year-over-year growth is slower than some of the savory leaders, but outpaces confectionery and frozen options, both of which struggle with a poor perception of health. Prepared cookies make up the lion’s share of sales (and growth) in the category, followed ...

## Deli and Hot Food Counters - Ireland

“Convenience continues to be a driving force for the deli and hot food counter sector in Ireland, with growth expected to continue into 2019. Moving forward, an increased focus on delivering more health and veggie/vegan-friendly options at counters could help to drive footfall further.”

– Brian O’Connor, Senior ...

## Desktop, Laptop and Tablet Computers - UK

a department store is still relevant. A broad range of goods was once what made these retailers stand out but online retailers can now offer an unparalleled amount of choice. This ...

## Digital Trends Quarterly - UK

“Although many actors and actresses, sports stars and musicians have huge social media presences, it is YouTubers or vloggers whose social media activity is most likely to be influencing people’s purchase choices. These are people whose living, in many cases, is dependent on amassing enough views, likes and followers to ...

## Estilo de Vida dos Brasileiros - Brazil

“2019 segue um ano cheio de incertezas. Enquanto grandes reformas, como a da previdência, não receberem sinal verde no Congresso, a tendência é que as empresas adiem investimentos, protelando a geração de empregos e a recuperação gradual da economia. O conselho para as empresas é seguir apostando em estratégias que ...

## Food & Beverage - Packaging Trends - Brazil

“Plastic is the main villain when it comes to packaging. There is, however, much more to be discussed by the sector. As part of the purchasing and consumption experience, brands and companies must be aware of issues such as the use of inputs, management of food waste, health concerns, changes ...

## Furniture Retailing - UK

“The furniture market remains robust, as resilient consumer confidence, the return of real wage growth and a rise in new households maintained spending even as housing transactions cooled for a second year. The industry is dominated by furniture specialists but stores are taking an increasingly intermediary role as consumers migrate ...

“The desktop, laptop and tablet market continues to decline, with desktops in particular still set for a difficult future, although manufacturers will hope the rapidly growing competitive gaming sector can help. Meanwhile, laptop sales continue to decline but Chromebooks are gaining in popularity. Consumers are also increasingly finding value in ...

## Eating Out: The Decision Making Process - UK

“High quality of food is no longer a luxury but an expected standard for restaurants and takeaways. As such, operators need to pivot away from a focus on convenience to instead capture the simple joy of eating outside of the home.”

– Trish Caddy, Senior Foodservice Analyst

## European Retail Briefing - Europe

**This month's European Retail Briefing includes:**

## Frozen Breakfast Foods - US

"With 2019 sales estimated to reach \$3.7 billion and forecast to continue on this same trajectory, the frozen breakfast category is holding its own, fueled by consumer pursuit of heartier breakfast solutions. Innovation in not only flavors and formats but also nutritionally focused positioning is gaining traction as consumers ...

## Grilling and Barbecuing - US

"The mature grill market is challenged by high penetration, long purchase cycles and low intent to purchase. While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for ...

## Hábitos de Consumo de Bebidas Não-alcoólicas - Brazil

“Diversas categorias de bebidas não alcoólicas têm visto redução no seu consumo pelos brasileiros, mas por outro lado, bebidas que naturalmente fornecem benefícios funcionais aos consumidores têm ganhado espaço, como bebidas não alcoólicas fermentadas e café. Agregar benefícios funcionais às bebidas pode ser um caminho para reter os consumidores, evitar ...

## Hispanics and Quick Service Restaurants - US

“The majority of Hispanics claim to be loyal to the QSRs they visit. However, there is only one group – QSR Embracers – that has a positive attitude toward the category, overall. Hispanics in other groups may need confirmation that eating fast food is right for them. Offering healthier options ...

## Innovations in Insurance - Canada

“Insurance app usage is low, particularly among older consumers, underscoring the need for insurers to incentivize engagement.”

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

## Living in Lower Tier Cities - China

“Gaps between tier one and lower tier cities are narrowing both in educational and economic respects. Consumers in lower tier cities show a strong willingness to pursue the latest trends, driven by the fast spread of information, but have less products and services available to them compared to those in ...

## Loyalty Programs - US

“Loyalty program membership continues to grow, even as many programs struggle to keep current members actively participating. With so much competing for their attention, consumers have no patience for programs that are complex, confusing or time-consuming. Yet, well-executed loyalty programs can be a powerful tool to drive customer engagement and ...

## Marketing to Millennials - UK

## Health and Fitness Clubs - UK

“Growth in the health and fitness club market is being driven by low-cost operators, with little sign of the expansion of locations slowing in the short term. While people are keener than ever to take on active challenges and boost their health, intense competition is coming from the home workout ...

## Hotel Alternatives - US

“The number of non-hotel lodging choices available to travelers has exploded in the last decade, becoming a categorical juggernaut in the travel industry. Younger, more experience-minded travelers jumped on early, and in fact remain hotel alternatives’ strongest supporters. Now, while hotel alternatives are still attractive to current young travelers and ...

## Laundry and Fabric Care - China

“After years of development in China, capsules are still niche with further education needed, but more and more manufacturers are making efforts in capsules to stimulate the saturated market. Better performance and multiple functions should be prioritised for capsules for certain, while attractive packaging resonates with women well. Moreover, specialised ...

## Loyalty Programs - Canada

“Naturally, getting consumers to shop regularly at stores means delivering on the basics like good prices, quality, service and experience above all else. Loyalty programs are a secondary consideration, however, they do work to drive the namesake behaviour. Having said that, near universal participation means more clutter and retailers must ...

## Marketing to Baby Boomers - US

“The Baby Boomers are entering their senior years; 10,000 Americans turn 65 each day. Brands and businesses often overlook this group of 72 million consumers, but there are plenty of opportunities associated with this vibrant, but aging, population. They are staying in the workforce longer than previous generations, are ...

## News Media - US

“As Millennials continue to grow up, the needs of this broad generation become ever more diverse. Older Millennials are increasingly looking to settle down and start a family, and there are particular opportunities for financial services providers to help them with these goals. Equally, with Younger Millennials mostly now finished ...

## Online Retailing - Europe

“Online is the growth sector in retailing everywhere. But it has reached strikingly different stages of development around Europe. There’s a North-South Split with Northern Europe much further ahead than Southern Europe. It is tempting to say that the South will follow the North in due course and that the ...

## Online Retailing - Germany

“Germany has traditionally been a key driver of the growth in value of the European online retailing industry but in the past year or so its performance has started to soften relative to the other main European markets. There are many reasons for this but we feel that lower than ...

## Online Retailing - Spain

“Spanish online shoppers remain extremely price- and value-conscious. However, there are opportunities for retailers to drive growth in their online sales through a relentless focus on innovation, particularly in the area of m-commerce. By implementing ‘mobile first’ strategies and by making constant improvements to fulfilment options they can differentiate their ...

## Oral Care - UK

“Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

## Outdoor Activities - Ireland

“Irish consumers show a preference for leisurely activities over activities that are more physically demanding. This suggests that they are looking to

“News media is an integral component of everyday life for most consumers. A lack of trust and a plethora of options have made it difficult for the average news consumer to figure out what is real and whom to trust in a continuously fragmenting market. As news media becomes more ...

## Online Retailing - France

“Although online remains only a small part of total retail sales in France, it continues to grow in double figures each year. Most people now shop online, and it has become an integral part of the buying journey, whether that purchase is ultimately made in-store or online. Many of the ...

## Online Retailing - Italy

“Online retailing in Italy is growing, but slowly. Foreign online pureplayers (Amazon and Zalando, for example) are making a big impact and driving the response from Italian retailers. But there is still a long way to go. The infrastructure is developing, in terms of online exposure and device ownership, and ...

## Online Retailing - UK

“The online market continues to grow strongly and gain its share of the wider retail market in the UK. Its rise is not necessarily the ‘high-street killer’ it is portrayed to be, but its growth is changing retail both on and off line. Particularly key is the continued growth in ...

## OTC Pain Management - US

“The OTC pain management market exceeded \$6.5 billion in 2018. Historically, the category depends on the success of internal analgesics, yet the external segment continues to offer booming potential, maintaining impressive year-over-year growth. Demand for OTC pain relievers will continue as incidence of pain is not slated to slow ...

## Pet Food - US

“The pet food market found continued steady, conservative growth sustained by rising pet ownership coupled with premium innovation that reflects pet

unwind when taking part in outdoor pursuits. Activities that enable Irish consumers to escape their increasingly busier lifestyles, reconnect with the ‘real world’ and relax will hold strong ...

## Petcare - UK

“Pets are ‘people’ too, in the eyes of most pet owners. And, just like treasured members of the family, pets are indulged with toys, stylish accessories and good quality petcare products. This ‘humanisation’ trend even stretches to pets being given their own Christmas and birthday gifts. People are also buying ...

## Premium Hotels - China

“The premium hotel segment has seen steady growth over the past five years. The segment outlook is positive and it is estimated to grow at a CAGR of 6.0% between 2019-24. Premium hotels are harnessing unique designs, smart rooms and wellness to differentiate. Premium brands may also differentiate themselves ...

## Ready Meals and Ready-to-Cook Foods - UK

“Health concerns pose a long-standing barrier to uptake. Promisingly, however, there is high openness to meals with healthier ingredients or options featuring fortification, offering clear evidence that ready meals have permission to position themselves as contributing to nutritious diets and healthy lifestyles.”

## Regional Newspapers - UK

“While consumer resistance to online paywalls means regional newspapers continue to struggle to monetise rapidly growing digital audiences, distinctive print and specialist online products could have potential to open readers’ wallets.”

– David Walmsley, Senior Leisure Analyst

## Short and City Breaks - UK

“The trend in short breaks is leaning towards high-intensity breaks, built around eye-catching experiences where the experience itself is the central element. Short breaks are an ideal way for tourist boards and travel brands to diversify their product offering and attract people to a wider variety of new holiday types ...

owner aspirations to provide nutrition, wellness and happiness to pets as valued members of the family. The changing retail landscape for pet foods, treats and supplies will continue to ...

## Plumbing - UK

“While the new construction market is growing, the major element of the market for plumbing products is the R&M market that is proving more sluggish despite many of the conditions remaining positive. Long-term fashion changes are also impacting the market such as the en suite trend and open-plan living. Domestic ...

## Ready Meals - China

“Consumers evaluate the healthiness of ready meals based more on intrinsic factors, such as nutrition and ingredients; they also pay attention to labels. Upgrading products leveraging these elements is a current trend. Meanwhile, consumers are also paying attention to short shelf life, so chilled ready meals may have a better ...

## Refeições Prontas - Brazil

“Para ampliar a penetração e a frequência de consumo da categoria de refeições prontas, marcas e empresas precisam diversificar os produtos oferecidos. Além de opções mais saudáveis, que tragam ingredientes conhecidos do consumidor, é preciso oferecer uma maior variedade de sabores, locais e internacionais, e também de formatos visando a ...

## Shopping Locations - UK

“The retail scene is evolving and there has been a significant behavioural shift in how consumers are choosing to shop. Online retail has continued to grow and shopping centres and town centres are experiencing particularly troublesome falls in retail footfall. The leisure industry continues to grow, posing a challenge for ...

## Sports and Energy Drinks - China

“Continuously growing awareness and participation of sports and fitness drive the robust growth of sports and energy drinks, but as more drinks include functionality claims related to health, sports and energy drinks need to reinforce their strength on positioning and convenience to compete against them.”

## Sports and Energy Drinks - UK

“Although the leading brands are performing strongly, a new generation of energy drink brands looking to deliver energy through ‘clean’ and ‘natural’ formulations is shaking up the market. If awareness is fostered, these new entrants have sizeable potential to grow the market penetration of energy drinks by appealing to non-users ...

## Tea and Other Hot Drinks - UK

“With tea and hot chocolate continuing to suffer from competition from coffee and soft drinks, brands in these categories need to look to new formats and more variety to tempt younger people who have a wide repertoire of drinks. Products focused on health and wellbeing, those meeting different needstates at ...

## The Future of the Sharing Economy in Tourism - International

“A decade ago, collaborative consumption was a relatively unknown concept and tourism-related goods and services – including accommodation, rental cars and guided tours – were booked almost exclusively through travel agents or direct with a mainstream tourism provider such as a hotel, car-rental firm or holiday letting company. The sharing ...

## The Sub-Saharan African Hotel Sector - International

“Since 2015, the pipeline of chain hotel rooms in Sub-Saharan Africa has grown by almost half, which portends a significant increase in chain-hotel capacity across the region. Otherwise, the franchising of hotels is on the rise in the region – especially in East Africa – and the underserved Francophone countries ...

## UK Retail Briefing - UK

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

– **Loris Li, Category ...**

## Sports Nutrition - Canada

"While the sports nutrition industry is ostensibly designed for fitness and athleticism, it has successfully grown to the point of being used by half of consumers today. There is considerable variety of products in this market, which helps it resonate with so many individuals."

**Scott Stewart, Senior Technology and Media ...**

## Teen Fashion - US

"For fashion retailers, appealing to the ever-changing teen market is challenging. Teenage consumers are savvy, trendy, and price conscious. They have high expectations of apparel brands and are looking for a variety of styles and sizes, as well as relevant and poignant brand messaging. However, as teens are shopping with ...

## The Natural/Organic Food Shopper - US

"While the majority of consumers shop for a combination of mainstream and natural/organic foods and beverages, the segment that exclusively seeks natural and organic remains very small. Interest in organic products continues to resonate with certain demographics, specifically younger adults and parents, over others."

**Karen Formanski, Health and Wellness ...**

## TV Advertising - Canada

"The majority of Canadian consumers regularly see video ads on television and social media, and to a lesser degree, on platforms including streaming app/site for television channels, DVR/PVR recordings, video on-demand libraries, online news portals and other websites including blogs and forums. Although most Canadians are exposed to ...

## Winter Holiday Shopping - US



## Women's Facial Skincare - UK

“The market’s previous trajectory for growth has been short-lived, and the market is expected to decline to an estimated £1.16 billion in 2019. The move away from K-Beauty-inspired routines has been driven by women’s evolving interest in radiance and glow. Serums and oils are the formats chosen to create ...

## 低线城市生活 - China

“一线城市和低线城市的差距正在缩小，在教育和经济层面都是如此。由于信息传播迅速，低线城市消费者表现出了对最新趋势的强烈追求，但相比一线城市消费者，他们可享受的产品和服务较少。他们享受休闲式购物，并希望购物能更具娱乐性，线上线外都是如此。

本报告探索营销策略能如何有效增强产品-品牌联想，提升生活方式和潮流体验，并推广服务解决方案。针对低线城市消费者时，传播‘整体性价比’的概念至关重要，并且应利用游戏化的电子学习和社交商务来制造满足感和与他人联系的感觉，同时增加他们的品牌参与度。”

— 王慧蓉，品类总监，中国

## 对奢侈品的态度 - China

“随着中国奢侈品市场走向成熟，中国消费者正寻求借助奢侈品牌树立个人形象，展现独特个性并更好地反应自身性格。向前看，奢侈时尚品牌将需要采取策略，用鲜明的品牌形象、更好的产品种类和更多定制化选择捕获正在崛起的年轻奢侈品消费者的心。进一步，投资全渠道对于奢侈品牌而言仍然重要，尤其是在这方面落后的硬奢侈品牌。”

— 夏月，研究分析师

## 汽车租赁 - China

“汽车租赁市场保持低速稳定增长，伴随着租车使用情况向不同场景拓展，消费者对租车服务的接受程度也不断提高。大部分租车用户（60%左右）有私家车，他们根据不同使用场景租用车辆，非车主群体呈现上升趋势，特别是在一线城市，表明消费者对“租车代替买车”持更积极态度。租车目的和喜好因城市级别、年龄和性别而异——三

“US retail sales in November and December are predicted to reach \$787 billion in 2019, up nearly \$20 billion, or 2.3% over 2018. Macroeconomic factors at the time of writing paint a positive picture for the coming months, as does the fact that 84% of shoppers say they intend ...

## Yogurt and Yogurt Drinks - UK

“Widespread consumer concerns around the packaging waste generated by yogurt/yogurt drinks signals a warning to the category given the wider movement against plastic. However, companies which are proactive in developing more eco-friendly packaging, for example with recycled plastic, stand to burnish their image as socially responsible and to boost ...

## 便利店 - China

“即使实体零售正面临重重挑战，便利店行业仍保持着两位数强劲增长，这得益于中国消费者对省时、可及性与即时满足性的追求。便利店的即食食品和现制饮料因其能提供快捷又实惠的正餐与下午茶选择，赢得了中国消费者的倾心。便利店品牌可探索新的可能性，将自身定位为城市中闲适的第三空间，更好地服务于当地社区和繁忙的上班族。”

— 赵鑫宇，初级研究分析师

## 巧克力 - China

“中国巧克力市场受益于电商发展，但仍需要更多创新。零售单价上涨有助于零售额增长，这折射出产品高端化趋势。消费者日益增长的健康意识，对巧克力质量提出更高要求。为了迎合市场和保持竞争力，品牌一直探索电商渠道，调整自身营销战略并不断创新”。

— 吴珍妮，研究分析师

## 衣物洗护用品 - China

“洗衣凝珠虽在中国已发展多年，却仍是小众产品，亟待进一步科普教育。但越来越多生产商在洗衣凝珠上下功夫，以刺激饱和的市场。毋庸置疑，洗衣凝珠品牌应优先考虑更好的洗衣效果和多种功能，而颜值高也能很好地吸引女性消费者。此外，由于高端化和产品细分化的趋势，专用产品应声崛起，尤其是贴身衣物洗涤产品潜力十

线城市的非车主更可能租车进行国内自驾游；年轻租车用户更喜欢尝试不同车型，而年轻租车用户则是为了奢华体验以及在别人面前显得有面子；携程等代理平台更受非车主和女性青睐，因为这两个群体不熟悉租车流程。”

— 周同，研究分析师

## 运动和能量饮料 - China

“消费者对运动健身的认知度和参与度不断提高，推动了运动和能量饮料市场的稳健增长，但随着更多的饮料包含了健康方面的功能性宣称，为了与之相抗衡，运动和能量饮料需要巩固其在定位和便利性方面的优势。”

— 李梦，研究副总监

足。”

— 周文棋，研究分析师

## 高端酒店 - China

“过去5年，高端酒店市场一直稳步上升。该市场前景乐观，并且预计在2019-2024年期间将以6.0%的年均复合增长率增长。高端酒店正在利用独特的设计、智能客房和健康服务来实现差异化。高端酒店品牌或许还可以针对消费者与他人进行线下交流的愿望，开发相关服务，从而让自己脱颖而出。销售以酒店独特设计为灵感来源的创意产品，是高端酒店获利的另一机会。”

— 赵凌波，研究分析师