

November 2019

### Active Outdoor Enthusiasts - US

"The outdoor recreation market is populated by a large, stable group of dedicated outdoor enthusiasts who tie their identities to their favorite outdoor activities. Consumers have a tendency to gravitate toward the familiar, making family, friends and even influencers important groups to break people out of their regular routines and ...

### Atitudes em Relação a Vida Saudável e Sustentabilidade - Brazil

"Grande parte dos brasileiros já declaram ter ou estar caminhando para um estilo de vida saudável, em grande parte porque os problemas de saúde, que vêm aumentando, os obrigam a fazer essa mudança. Não somente no aspecto físico, mas o bem-estar mental também se torna parte importante de uma vida ...

### Attitudes towards Beauty - China

"Consumers' desire for and pursuit of a better facial appearance is reflected in their increased usage of beauty products and services across different categories over the last year. Cosmetic surgery, including both skincare services and real surgeries, is considered to offer concrete results in improving facial skin. As consumers get ...

### Beauty and Personal Care Accessories - US

"High penetration of category staples combined with long purchase cycles creates challenges in growing the market. To compete in this space, brands must offer additional benefits or claims to stand out to consumers. Social media and influencer collaborations present opportunities for players in this space. By tapping into macro-consumer trends ...

### Better for you Eating Trends - US

"The vast majority of consumers report eating foods they feel to be healthy at least some of the time, but opinions and attitudes on what a healthy diet is vary

### Atitudes e Hábitos em Relação a Mídias Sociais - Brazil

"Com a ampliação do acesso à internet, e por consequência, às redes sociais, sua audiência vem se tornando mais diversa gerando migrações entre as redes sociais e desafiando marcas e empresas a identificar de maneira mais assertiva quais conteúdos, redes e assuntos dialogam com seu público-alvo. Tendo um grande alcance ...

### Attitudes toward Technology and the Digital World - US

"Technology is rapidly advancing and changing society as we know it. Technology has had a tremendous impact on the way people work, socialize and get entertainment, and in myriad other ways as well. This increased adoption of technology into everyday life has molded attitudes toward technology; the majority of consumers ...

### Augmented Reality - UK

"Augmented reality is a technology with the potential to shape how consumers interact between the real and digital worlds, enhancing everyday experiences and interaction with companies and brands. However, friction points to experience AR will need to be eroded for the technology to become mainstream. Companies will need to overcome ...

### Beauty Online - UK

"The online beauty market has benefitted from a desire amongst consumers to experiment with new brands and products. However, competition is intense and the prolific discounting is expected to subdue market growth in future as consumers now expect to buy beauty and grooming products at a discounted rate when shopping ...

### Black Consumers and Shopping the Perimeter of the Store - US

"Black perimeter-of-store shoppers are segmented into consumers who enjoy the convenience of prepared food

greatly. Brands making better-for-you claims need to stay on the pulse of trending diets, yet not lose sight of the ...

## Car Aftermarket - UK

“The car parts aftermarket is showing signs of value growth helped by a shift towards premium products in the tyre sector and continued pressures on imports. Yet despite this the car sector is passing through a difficult period. Sluggish new and used sales have combined with a dip in confidence ...

## Cleaning for the Family - UK

“Concerns about the health impact of scents are widespread among parents of younger children and have led many to consider unscented formulations as more preferable than scented ones. However, scents continue to be an important indicator of cleanliness as well as a strong purchase driver. By balancing scent intensities, developing ...

## Condiments - US

“The condiments category continues to experience modest growth, gaining 5.9% since 2015 with expectations to reach \$7.7 million by the end of 2019. Increased sales are largely supported by the growth of the category’s largest segment, pickles, olives and relish, while other more fragmented segments in the category ...

## Consumer Attitudes towards Financial Services Innovation - UK

“The digital revolution is shaking up the financial services sector as both new and established companies develop innovative solutions to deliver more personalised, flexible and streamlined products and services. But while many innovations have gained considerable traction, the cautious approach many consumers adopt towards their finances provides a challenge for ...

## Consumers and Current Account Switching - UK

and other innovation along the edges and those who simply want the best quality meal ingredients that are integral to their recipes. Price is a consideration for all, but food quality is just as important since ...

## Children and Health - US

“Illness is prevalent among children, as 76% of children younger than 12 have been sick in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) children’s health products market has continued to grow despite recent ...

## Coffee Shops - UK

“As coffee is now an expected product in foodservice outlets, eateries with accessibly priced hot drinks, alongside a strong food offering, have an advantage over specialist coffee shops. Reviewing price strategies are an obvious starting point for coffee shops to fight back, as people are now spreading their budget across ...

## Connectivity in Auto - China

“Although most car manufacturers have invested much in their independent in-car systems, most consumers use mobile-to-car connectivity instead to avoid extra data spending. Low equipped rate of advanced function is another reason that independent in-car systems are easily substituted by mobile phones. However, consumers have high expectations for future in-car ...

## Consumer Dining Habits - China

“Premium restaurants, excluding hotpot restaurants, are experiencing a slow or even negative growth. In order to attract consumers to visit, businesses could consider increasing good reviews and attaching cultural elements. Moreover, 20-29s who are more likely to upgrade their dining experience, value service more, so providing thoughtful service is essential ...

## Consumers and the Economic Outlook - UK

“Brand familiarity remains a key factor in the choice of main current account provider. However, multi-account ownership is growing and customers using more than one account are less wedded to established brands for their additional accounts. Tools which help people make the most of their money and Open Banking partnerships ...

## Digital Trends (Hardware) - Canada

“The digital hardware market’s overall performance is typically balanced, since it sees growth of new devices at the same time as others become less relevant. For instance, the growth of smartphones and tablets meant the decline of eReaders and digital cameras; DVD/Blu-ray players have declined while streaming devices have ...

## DIY Home Improvement Retailing - US

“The DIY (do-it-yourself) home renovation sector is big business, set to garner \$357 billion in 2019. Growth is predicted through 2024, but the pace of this growth will decelerate this year and next before picking up again. Prospects for continued development look good as Millennials (and some of Generation Z ...

## European Retail Briefing - Europe

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

### Fintech and the Canadian Consumer - Canada

“Trust is a major barrier for Fintech companies to overcome even if Open Banking becomes a reality in Canada as consumers are much more likely to trust established financial institutions.”

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

### Food and Drink Shopper - US

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

## Diversity in Beauty - UK

“The beauty industry has taken strides in projecting a more diverse image in recent years; the ‘Fenty effect’ continues to reverberate through colour cosmetics and beauty brands have increasingly distanced themselves from stereotyping in advertising campaigns and when marketing products across beauty categories. However for a beauty brand to truly ...

## Estate Agents - UK

“The estate agents market has suffered from strong headwinds amid Brexit uncertainty in 2019. The uncertainty has suppressed property transaction volumes and property prices, both of which have affected industry revenue. The removal of this pressure should restore market confidence and translate into the return of healthy growth for the ...

## Fashion Retailing - China

“Chinese urbanities are quickly evolving into fashion-conscious consumers that want to look well-dressed and express their individuality, including when they are in sportswear. The athleisure trend is not expected to die down in the near future, although it has been on trend for years. Meanwhile, consumers now also have higher ...

## Food and Drink Packaging - UK

“Key drivers in the food and drink packaging market include: demographic changes (ageing population and rise in single-person households); busier lifestyles and convenience packaging; growing focus on light-weighting, sustainability and plastic replacement; brand owners looking for more connectivity with consumers and on-shelf differentiation.”

– **Claudia Preedy, B2B Analyst**

## Gifting - Canada

"While food and drink shoppers still view cooking at home from scratch as the standard for health, freshness and taste, they have an ever-widening array of shopping options to choose from for fresh meals. For food and drink retailers, the challenge and opportunity is to make cooking and eating fresh ...

## Health Supplements - China

"Continuously rising awareness of disease prevention and the expanding ageing population will ensure the future growth of the health supplements market, but consumers' concerns about reliability and effectiveness of health supplements are the biggest obstacles to brands' further growth. It's important to provide various communication channels and build deeper relationships ...

## Holidays to the Americas and the Caribbean - UK

"There is scope for greater diversification away from the dominant beach resort, city break and theme park products. Holidays with the biggest future growth potential include tailor-made independent and escorted touring holidays, off the beaten track adventure travel, nature tourism and sea cruises."

## ISAs - UK

"Although certain aspects of the product need reworking, the LISA is the most promising of the new ISA products that have been introduced in recent years. Getting on to the housing ladder remains a key priority for young people and many will be eager to take full advantage of the ...

## Kitchens and Kitchen Furniture - UK

"The popularity of creative home cooking and baking, especially at weekends, is fuelling demand for more worksurfaces and better storage in the kitchen. The average kitchen space in modern homes is getting smaller, while at the same time people desire bigger, open kitchen spaces as well as more open plan ...

## Luxury Travel - UK

"Gifting is changing and the reasons for doing so now run much broader than just traditional occasions. Gifting now includes more 'mundane' situations like going to someone's house for dinner and treating oneself in both good times and bad. Preferences for the types of gifts given and desired are also ...

## Hispanics and Shopping the Perimeter of the Store - US

"Hispanics shop for perimeter-of-the-store foods at a variety of retailers. They don't mind shopping more often to buy fresh foods. They also don't mind driving long distances in their search for value and quality. The fact that Hispanics underindex by a large margin for shopping at traditional supermarkets highlights Hispanics' ...

## Improving the Home - US

"Americans are investing in their homes, undertaking a range of décor- and lifestyle-related projects that allow them to create a home that reflects their personal style, as opposed to sticking to necessary maintenance. As younger generations engage in discretionary projects to create a home that meets their design and functional ...

## Japan Outbound - Japan

"Japan outbound is a mature market, reaching departures of almost 19 million in 2018. The Japanese are avid travellers enjoying the experience of foreign travel and the opportunity to explore new cultures. The depreciation of the Yen in 2013 took its toll on the market, raising travel costs and forcing ...

## LCCs in the Middle East - Middle East

"As the GCC country with the largest population and the greatest distances between its major cities, combined with a wealthy populace, Saudi Arabia offers excellent potential to develop a strong domestic LCC network. Indeed, the Saudi Arabian aviation market is poised for rapid growth over the next few years as ...

## Manned Security - UK

“Luxury holidays have become much more diverse, with luxury travellers increasingly looking beyond beach holidays as they seek unique and varied experiences. Comfort remains a key element of luxury holidays, but exclusivity has become the new luxury in an increasingly crowded travel landscape.”

## Marketing to Modern Families - China

“Parents and children in Chinese families still spend a lot of time together, but parent-child relations have been changing. More parents have realized the importance of developing independence in their children and in many areas are willing to let them choose what to buy. At the same time, children are ...

## Marketing to the Over-55s - UK

“Rising life expectancy has spurred an increased interest in health amongst the over-55s, as many seek to improve and maintain good health so that they may enjoy their later lives. And yet despite their desire to be healthier and to get fit, the age group’s health profile continues to see ...

## Night Life - China

“The China night life market is a big market with potential to grow, but current supplies are still limited. All walks of night life, including dining, entertaining, shopping, exercise/sports and cultural related, have seen opportunities to grow. Overall Chinese consumers mostly want to be relaxed or de-stressed but there ...

## Payment Methods - Ireland

“Although consumers tend invariably to be slow to change their habits and behaviour, the introduction of contactless payments technology does appear to have elicited a relatively dramatic change in how consumers pay for goods and services. For the first time ever, there is a real and genuine contender to cash ...

## Personal Loans - US

“The manned security sector has remained resilient, growing by 2.1% in value in 2019. The growth of the leisure economy played an important role in retaining the sector’s growth in the face of Brexit-related uncertainty in the wider economy, which the sector relies on for demand.

Moving forward, the ...

## Marketing to Sports Fans - US

“Nearly all consumers in the US are fans of watching at least one sport, and the majority of sports fans enjoy watching football, basketball and/or baseball. Sporting events offer marketers a plethora of opportunities to reach a broad population of consumers with advertising, sponsorships and athlete endorsements.”

- Kristen Boesel ...

## Meat-free foods - UK

“The growing flexitarian movement has driven the success of the meat-free market and established an engaged consumer base amongst younger consumers. Yet as the market becomes increasingly crowded, products need to work harder to distinguish themselves from the competition, for example through holistic environmental credentials, enhanced nutritional profiles or exciting ...

## OTC Sleep Aids - US

“Sleep is recognized as an element of self-care and wellness, offering many holistic health benefits to consumers. Yet a majority of adults struggle to either fall and/or stay asleep. While worsening sleep habits raise public health concern, the growing struggle with sleep has created a vast market for products ...

## Peer-to-peer Business Finance - UK

“The ongoing stagnation in bank lending to SMEs is in direct contrast to the continued expansion in SME activity. This lack of financial support from mainstream providers has resulted in more looking towards non-bank options such as P2P when seeking finance.”

## Pizza Restaurants - US

"US consumers are carrying a larger debt burden than ever before, and some individuals have turned to personal loans to seek relief from high interest credit card debt and student loans. A little over 10% of consumers currently have a personal loan, and similar numbers are interested in obtaining one ...

## Prepared Meals - Ireland

"Irish consumers see themselves as living increasingly busy lives - and though they have a fondness for scratch cooking, many are struggling to find the time. Brands can deliver a helping hand by positioning convenient meal time solutions that deliver on taste and speed without compromising health credentials."

– Emma ...

## Processed Poultry and Red Meat Main Meal Components - UK

"With consumers limiting/reducing their eating of processed meats for health or environmental reasons and the number of meat-free substitutes growing, it will be important for brands to focus on ingredients and how products are made to help keep processed meats on the menu. Calling out details of provenance will ...

## RTD Alcoholic Beverages - Canada

"Ready-to-drink (RTD) alcoholic beverages are an area of key innovation in the broader alcohol segment. While beer and wine are the top primary drinks that Canadians reach for according to feedback, RTD alcoholic beverages rank as a compelling choice for consumers when asked what they "also drink". Beverages from the ...

## Small Business Overview - UK

"The small business sector is hugely diverse. While elements of the sector will grow and develop into medium/large businesses, this is not the sole objective of all small businesses. Economic marketing to the sector can be difficult partly because of the fragmentation and partly because the diverse objectives need ...

## Small Home Appliances - China

"Top pizza restaurant chains continue to grow same-store sales YOY (year over year), although they face increased delivery and off-premise foodservice competition from third-party delivery companies and most other restaurant and retail segments. As a result of this heightened competition, top pizza chains are investing heavily in off-premise business solutions ...

## Price Comparison Sites in General Insurance - UK

"Price comparison websites play a significant role in the UK insurance market and have done so since their inception more than 15 years ago. However, they have also had a part in price-focused propositions that have resulted in dual-pricing practices and the so-called 'loyalty penalty', which affect vulnerable consumers the ...

## Restaurant Ordering and Delivery - US

"With more delivery options than ever before, Americans can enjoy their favorite restaurant meals without even leaving their homes. And these new and unique ways of ordering are chipping away at actual restaurant visitation, fueled by the explosive growth of third-party delivery companies and continuing operator investment in their own ...

## RTD Alcoholic Beverages - US

"At a time when consumers report reducing alcohol consumption, and alcohol sales are leveling off, the historically small ready-to-drink (RTD) alcohol space is thriving. RTDs posted the only gains in alcohol consumption from 2018-19, and volume sales of the two largest segments (flavored malt beverages [FMBs] and prepared spirits-based cocktails ...

## Small Domestic Appliances - UK

"The market has grown strongly in the last two years, with expenditure rising with the return of real wage growth, price deflation and robust consumer confidence. Within the market, there are avenues for growth in space-saving innovations, connected tech and the UK's mounting interest in health and wellbeing. However, the ...

## Spectator Sports - UK



“Smart home appliances are only the beginning. Health and good product appearance design will be strategic considerations for brands and companies to invest in over the next five years. In order to maintain rapid growth, educating younger males about their unmet needs should be on the table for every executive ...

## Sports and Energy Drinks - Examining the Differences - Ireland

“Irish appetites for sports and energy drinks have not waned post-sugar levy and moving forward they are showing an appetite for sports and energy drinks that offer mental stimulation, as well as physical – as well as continued desire for drinks made with natural ingredients.”

– **Brian O’Connor, Senior ...**

## Supermarket Retailing - Brand vs. Own-brand - Ireland

“Own-label goods continue to perform well. Irish consumers consider own-label products to be just as good as branded items and they are increasingly turning to them when buying everyday items. Brands will need to demonstrate their value and tell their unique story to gain consumers’ attention in everyday categories and ...

## Supermarkets - France

“French grocery retailers are having to adapt to their changing environment. Hypermarkets in general are struggling and businesses are looking for innovative ways to maintain their relevance. Legislation that limits the extent of price cutting is keeping prices high for shoppers, particularly on fresh foods. The discount segment looks set ...

## Supermarkets - Italy

“As in many other European markets, discounters are growing their sales much faster than the market average and, as a result, are rapidly increasing their share of the Italian grocery market. In the context of a market where consumers’ incomes have been squeezed by low economic growth and spending on ...

## Supermarkets - UK

“A golden year for women’s sport and high levels of public interest in seeing more of it have created an unprecedented opportunity for female teams and athletes to step into the market’s mainstream.”

## Summer Fashion (incl Swimwear) - UK

“With nearly three quarters of all consumers purchasing fashion items for the summer season, the market presents opportunities for retailers. The category has undoubtedly been buoyed by the growth in the popularity of summer events such as holidays and music festivals, but with the unpredictable weather consumers have been slow ...

## Supermarkets - Europe

“European supermarkets continue to face the challenges of a mature and increasingly competitive market. While in certain countries of Eastern Europe there is still some room for growth, in most Western European economies the leading players are being forced to act defensively and to continue to innovate not to lose ...

## Supermarkets - Germany

“After seeing sales increase 3.7% in 2018, grocery retailers are facing a challenging year in Germany and struggling to hold on to market share in a very mature market. As most Germans split their grocery spend across different retailers, supermarkets and food discounters continue to fight a hard battle ...

## Supermarkets - Spain

“While Mercadona continues to be the leading player in Spain by far, the retail landscape is shifting as Lidl is making strides in the market to compete harder with the likes of Auchan and Dia. Consumers are taking a more multichannel approach when it comes to grocery shopping and the ...

## The Beauty Consumer - Brazil

“During an uncertain period, demand in the grocery sector has held up well. Within this the underlying demographic shifts continue to see sales move away from larger-format stores, but they remain the format that attracts the majority of two thirds of consumers’ grocery budgets.”

– Nick Carroll, Associate Director ...

## The Future of eCommerce: Emerging Technologies - US

“The ecommerce industry faces changes and challenges from emerging technologies. These new methods will facilitate immersive interactions between brands and consumers, increase convenience for ecommerce purchases and provide products to consumers at the touch of a button. To get there, though, brands and retailers will first need to address consumer ...

## Tires - US

“Consumers are much more likely to listen to a professional when it comes to selecting tires for their vehicle. Tires aren’t a top of mind purchase for the majority of consumers, and for the most part, tires aren’t an issue for consumers until they become an issue. When problems do ...

## Travel and Tourism - Chile

“Chile was the lead destination in Lonely Planet’s Best in Travel 2018, and on trend for long-haul travellers seeking adventure, exploration and experiences. Most people visit for its diverse natural wonders, but there’s something for everyone, from adrenalin junkies to wine lovers, and at its centre is the cool capital ...

## Travel and Tourism - Falkland Islands (Malvinas)

“The Falkland Islands are a unique tourist destination, home to an unparalleled number of sea birds, marine mammals and numerous penguin colonies in this extraordinarily pristine wilderness. In spite of being hard to reach, tourism in the Falklands is on the rise and many choose to include the Islands on ...

## Travel and Tourism - Peru

“Brazilians don’t spend too much time on their daily beauty routine. More than a third of men spend less than five minutes a day, while a third of women spend 5-14 minutes. The market needs to overcome some challenges in order to bring innovations to consumers. Products with natural ingredients ...

## Theme Parks and Amusement Parks - China

“Theme parks and amusement parks are estimated to see slower but still healthy growth in terms of visitor volume. The market will become more mature. Establishing a well-known brand will be critical for future competitiveness. Park brands can leverage products that source inspiration from parks’ IPs to grow sales, such ...

## Travel and Tourism - Argentina

“Tangible strides have been made in Argentina’s travel and tourism industries, mostly due to policy changes that have helped facilitate growth in international arrivals and redistribution of both international and domestic tourism flows to all regions of the country. If the incoming president elect continues to implement policies that will ...

## Travel and Tourism - Colombia

“Colombia’s president, Iván Duque, is on record as saying that his government is committed to making tourism a bigger sector of the economy and to that end, he and his fellow politicians have been targeting foreign companies to encourage them to invest in Colombia, especially in tourism infrastructure.”

– ...

## Travel and Tourism - Guyana

“Guyana, the ‘land of many waters’, has an enticing reputation as a hidden gem of South America, well off the beaten track and a great ecotourism and adventure destination. It has an exceptional natural landscape of dense, virgin rainforest, majestic waterfalls and rivers and an extraordinarily diverse cultural heritage. As ...

## Travel Tech - US



According to the United Nations World Tourism Organization (UNWTO)'s International Tourism Highlights 2019 Edition, the number of international arrivals in South America grew at an average annual rate of 5.8% per annum between 2010 and 2018. This is one of the most rapid growth rates in the world ...

## UK Retail Briefing - UK

This month's UK Retail briefing includes:

## Vitamins and Supplements - Brazil

"As technology advances and electronic devices and mobile apps become part of everyday life (eg, monitoring the quality of sleep, physical exercise and calorie intake), consumers are likely to be even more proactive when it comes to understanding their own needs. This may boost the consumption of vitamins and supplements ...

## Wine - US

"Total US dollar sales of wine topped \$65 billion in 2019. Wine has enjoyed fairly steady yet modest growth, outpacing that of beer but falling short of spirits, thanks to a broad and often steadfast appeal to a wide swath of consumers across generations. Brands have been working to expand ...

## 主题公园和游乐园 - China

"据估计，主题公园和游乐园的游客量增速将放缓，但仍将保持健康增长。该市场将日趋成熟。建立知名品牌对未来的竞争力至关重要。园区品牌可以利用IP（知识产权）衍生产品来增加收入，例如融合IP故事情节。消费者对学习知识的热情为创新的园区内游乐项目和零售场所提供了可能性。"

— 赵凌波，研究分析师

## 夜生活 - China

"People love travel, and they love technology. When the two meet, the smartphone reigns as the primary device used while traveling. Tech is used to both solve travel issues and alleviate boredom, but advancement in adaptation is tempered by skepticism. Brands will have to meet the demands for utility while ...

## Varejo de Alimentos e Bebidas - Brazil

"A compra de alimentos e bebidas por canais on-line tem crescido entre os brasileiros, porém, barreiras relacionadas à escolha e à entrega dos produtos ainda limitam parte da população de utilizar o canal. No entanto, a entrada de novos e grandes players nesse mercado, somado à rápida implementação de inovações ...

## Wearable Technology - UK

"The wearables market is experiencing strong growth, particularly with smart earbuds. More manufacturers are offering their earbud variants, which is helping to push this industry. Consumers are also increasingly interested in a variety of use cases for wearables. The Nubia Alpha smartwatch in particular highlights where the industry is potentially ...

## Yogurt and Yogurt Drinks - US

"Yogurt sales are beginning to fall as yogurt drinks take share from the spoonable segment and constant innovation in style and flavor leads to increased competition and consumer fatigue. Performance will be dependent on brands' ability to align functional claims and positioning with consumers' rapidly changing definition of "healthy." ...

## 保健品 - China

"疾病预防意识的提升和老龄人口的增加将助力保健品市场未来的增长，但消费者对于保健品效果的顾虑是品牌进一步增长的最大障碍。提供多重沟通渠道并与消费者建立更深层次的关系至关重要。利用高端成分和创新形态升级产品也有助于品牌打造竞争优势。"

— 鲁睿勋，研究分析师

## 对美容的态度- 中国 - China

“中国夜生活市场不小也有强大增长潜力，但目前的市场供给仍然有限。各行各业的夜生活，包括餐饮、娱乐、购物、运动健身和文化类活动，都有大展拳脚的机会。总体来说，中国消费者夜间大多想要放松或减压，但如今的夜生活有更多体验活动和新乐趣。具体而言，英敏特在夜间旅游和文化活动（艺术和表演）中看到致胜良机。”

— 牛钰，品类总监

## 小家电 - China

“智能家电仅仅是开始。未来5年，健康和好看的产品外观设计是品牌和公司需要投入的战略性考虑因素。为了保持快速增长，这一行业的每位决策者都应考虑如何让年轻男性认识到他们未得到满足的需求。”

— 施洋，研究分析师

## 消费者就餐习惯 - China

“高档餐厅，不包括火锅店，正在缓慢增长，甚至负增长。为了吸引消费者光顾，商家可以考虑增加好评度，以及文化元素。此外，20-29岁的消费者更有可能升级其用餐体验，更为看重服务。因此，对于高档餐厅来说，提供周到的服务也是至关重要的。”

— 王皓，研究分析师

## 针对现代家庭的营销 - China

“中国家庭中父母和孩子在一起的时间仍然很多，但亲子关系正在改变。越来越多的家长已经意识到发展孩子独立性很重要，而且在许多时候愿意让孩子选择要买什么。同时，孩子更多地参与家庭的决策过程。做购物决策时，孩子的意见会被考虑在内。提升品牌知名度需要通过强化沟通去不仅影响成年人，还要影响家中的孩子，并帮助现代家庭构建友好关系。”

— 谢栋，初级研究分析师

“过去1年中，消费者在不同品类的美容产品和服务的使用率皆有所提升，从中可见消费者对更完美容貌的渴望和追求。医美，包括护肤服务和真正的整形手术，被视作能实际有效改善面部皮肤的方法。由于消费者越来越看重护肤和化妆的效果，并日渐更了解护肤和化妆，他们对医美的利用率预计在近期将出现增长，包括基于医美概念的产品。”

— 蒋亚利，高级研究分析师

## 时尚零售 - China

“中国城市居民正迅速演变为具备时尚意识的消费者，他们希望自己穿着得体并展现个性，包括穿运动服装的时候。尽管其已流行数年，运动休闲风潮预计在近几年内不会衰退。同时，如今的消费者对时尚的期待值也全方位提升，包括从质量、风格搭配到品牌价值和品牌信息。英敏特也已经注意到，线上购物平台正从购买渠道转型为综合性的时尚来源。其已成为供消费者收集时尚信息、寻找时尚灵感、阅读评论和最终购买的一站式场所。”

## 网联汽车- 中国 - China

“虽然大部分汽车制造商在独立车载系统上投入很多，但大多数消费者仍使用手机与车载系统连接，以避免使用额外的流量。高级功能的安装率较低，这是独立车载系统容易被手机替代的另一个原因。然而，消费者对未来的车载功能具有较高期待，包括自动驾驶、社交功能和车载娱乐系统，这将带来完全不同的车内体验。英敏特研究表明5G服务价格较为亲民，处于消费者愿意支付的价格区间。我们期待5G流量服务的渗透情况将带动汽车互联进入一个新时代。”

— 周同，研究分析师