

July 2023

Alcoholic Drinks Review - UK

"Marketing themed around at-home occasions, further NPD in smaller formats, plus highlighting the number of servings in larger formats, should help brands to support category sales during the current cost of living crisis. Emotion-led marketing mining alcoholic drinks' strong relaxing, mood boosting and treat associations should also help to drive ...

Atitudes em Relação a Ética e Sustentabilidade - Brazil

"Vemos que o consumidor brasileiro se preocupa com o aquecimento global e suas consequências e espera ver ações concretas por parte das empresas. Porém a pesquisa revela pouco conhecimento de termos relacionados ao tema e pouca disposição para investir em sustentabilidade."

– **Laura Menegon, analista de pesquisas, Latam**

Baby Boomers: Online Shopping Behaviors - US

"Baby Boomers are more savvy online shoppers than they feel they are given credit for. Despite not being digital natives, they have adapted to shopping online, in many ways because the pandemic forced them to. While they have returned to shopping in-stores, three quarters of this generation still shops online ...

Bodycare and Deodorant - US

"Although the bodycare and deodorant product market has broad penetration, there's room to grow. The fact that this category is considered essential to one's personal care routine provides a reliable platform for industry players. The opportunity for innovative makers and marketers is to leverage consumers' prioritization of appearance and health ...

Cannabis and Health - US

"The landscape of cannabis and health in the US is rapidly evolving. A growing acceptance of cannabis, increased interest in cannabis products, rising trends in micro-dosing, exploration of alternative consumption methods and an emerging focus on targeted treatment

American Values - US

"As the country continues to recover from several years of unprecedented turmoil, Americans' outlook on the country remains fairly bleak. Many question the moral health of the country and anticipate American values will worsen in next 20 years. Despite a growing generational divide in Americans' sense of patriotism and national ...

Attitudes Toward Ethics and Sustainability - Brazil

"Brazilian consumers worry about global warming and its consequence and expect companies to take concrete actions to tackle it. However, they show little knowledge of terms related to the topic and reluctance to spend more on sustainable products and services."

Beauty Influencers - US

"US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. Consumers are taking beauty influencers' recommendations, but they've become accustomed to free content. As brands continue to work with beauty influencers – and influencers continue demanding to be paid ...

Bottled Water - UK

"Competition from tap water continues to pose a key challenge for the market. The convenience and safety of bottled water remain key usage drivers for the category, and aspects for individual brands to lean into, together with the perceived importance of hydration. Sustainability has become a lesser priority amid the ...

Car Finance - UK

"Car finance continues to offer a more affordable solution for those who are unable to buy a car outright. Although the current economic situation has made the flexibility offered by alternative purchasing methods, such as car subscription services, appealing, consumers

options drive growth. These trends signify a shift towards a more holistic ...

Car Owners in Lower Tier Cities - China

"Smart cars and new energy vehicles are better known and more accepted by lower tier city consumers than ever before. In terms of car purchase consideration factors, in addition to practical value, functional configurations that are not frequently used but can bring a sense of reassurance as well as appearances ...

Coffee & Coffee Shops - Canada

"Coffee is deeply rooted in habit. However, this doesn't mean there isn't opportunity for innovation. Added benefits, flavours and formats are ways coffees can differentiate themselves from one another. In the eyes of Canadians, coffee has many uses, including as a pick-me-up, for moments to connect and even to take ...

Colour Cosmetics - Eye and Eyebrow - China

"Although facing challenges, the eye and eyebrow makeup sector will still see positive growth in 2023 by riding on the dopamine beauty trend and promoting bold eyeshadow colours into more daily occasions. But as a sector that carries the strongest colouring characteristic, eye and eyebrow makeup will expect further growth ...

Colour Cosmetics - Lip - China

"In the context of intentional spending, lip colour cosmetics must prove their value by delivering better skin sensations, solving frustrating lip issues and conducting comprehensive market education. Meanwhile, brands can resonate with consumers by redefining natural makeup style under new ways of life."

– Jane Chai, Senior Research Analyst

Consumers and Cryptocurrency - UK

"There is added caution around cryptocurrency following the high profile collapse of FTX in 2022 and a

are still unsure on aspects such as contract lengths and ...

Cleaning in and Around the Home - UK

"The pandemic saw strides being made towards closing the gender chore gap as people occupied their homes more. However, these gains have been reversed since, as the share of men cleaning for longer than five hours a week has slowed, the share of women cleaning for the same time has ...

Color Cosmetics - US

"Overall color cosmetics usage has declined, challenged by time constraints, waning interest and the mainstay of hybrid lifestyles. That being said, the market is predicted to proceed with resilience as brands deliver against interest in facial skincare claims, convenience and multi-functionality. In a cost-conscious environment, value is the name of ...

Colour Cosmetics - Face - China

"Developing face makeup for sensitive skin by addressing their skin issues can elevate the growth curve of face colour cosmetics. Besides, primer products can enhance their presence by upgrading skincare benefits, and contouring products can gain larger audiences by downgrading entry barriers."

– Tina He, Research Analyst

Conferencing and Events - UK

"While there is increased demand for face to face events and conferences, the sector continues to grapple with a number of challenges. High costs, short lead times and staffing challenges remain high on the agenda. Client expectations are also growing, with audience expectations becoming far more experience-led.

A focus ...

Consumers and the Cost of Living - Ireland

"Consumers have made several changes to the ways they shop as a result of the ever-increasing prices of goods

major market crash. Legal disputes involving leading cryptocurrency exchanges in the US is adding to market uncertainty. Despite this, ownership remains high and intent to buy is strong amongst younger consumers. Long term ...

Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Dairy and Dairy Alternative Drinks, Milk and Cream - UK

“The income squeeze and eye-watering price rises have prompted consumers to scrutinise even their use of the household staple that is milk, volumes falling sharply. Once household incomes regain momentum, the market faces rising competition from out-of-home occasions. However, this will also facilitate trading up in the market and allow ...

DIY Retailing - UK

“The cost of living crisis has impacted the DIY market as we see consumers taking on smaller home improvement projects with lower spend. We see DIY retailers addressing the uncertainty brought on by rising inflation by enhancing their value propositions for its shoppers. The DIY market is perfectly situated to ...

Esports - US

“Esports has become a popular form of entertainment and an effective marketing tool, but it has also attracted professional players who take the game seriously. As a result, it is no longer just fun and games, but rather a legitimate sport that must be managed with the same level of ...

Families and Tech - Canada

and services. A lack of confidence in government support has made brands realise that they need to support consumers themselves by recognising the financial stress that many are experiencing, which builds ...

Cookies - US

“In the greater sweets space, cookies benefit from the category’s blurred lines as both a dessert and a snack, opening up further opportunity to expand occasions. As routines shift further from the at-home baking craze, now is the time to build upon the convenience and ease of packaged cookies with ...

Dentistry - UK

“The dental sector is changing at pace following the pandemic. More patients are seeking affordable dental care, while a growing number of dental technicians are seeking a better balance between NHS and private work. At the same time technology is evolving and changing the way in which dentistry is delivered ...

Equity Release Schemes - UK

“Despite a record value of new business in 2022, 2023 will bring many challenges for the equity release market. Equity release rates have neared 7%, acting as an additional barrier to engagement, while the market continues to grapple with long-standing issues around trust and consumer understanding. However, the Consumer Duty ...

Facial Skincare - Canada

“Despite economic pressures, consumers continue to value facial skincare highly and are willing to make concession to maintain their preferred routines. Multi-purpose and versatile products are expected to resonate strongly in the face of rising product costs and will be appealing to consumers seeking simplicity and ease. Linking these routines ...

Food Packaging Trends - US

“Who doesn’t want to make their children happy? Parents across the nation are willing to spend what it takes. Between tech for school, tech for fun and a list of on-demand video content subscriptions, parents are shelling out dollars on their kids’ tech and digital media needs. Families (and consumers ...

Forecourt and Convenience Retail - Ireland

“Convenience stores remain key destinations for top-up shopping among Irish consumers in 2019, with a strong contingent of consumers (particularly in younger age groups) noting their interest in the expansion of the own-brand offering among forecourt and convenience retailers.”

- Brian O’Connor, Senior Consumer Analyst

Key issues covered in this Report:

Hábitos de Cuidados da Casa - Brazil

“À medida que aderem a um estilo de vida mais híbrido, os brasileiros se mostram menos ávidos pelas rotinas de limpeza e desinfecção da casa, e atributos relacionados a valor tornam-se mais importantes, tanto para a economia de dinheiro, quanto para a economia de tempo. Apesar do interesse dos consumidores ...

Holiday Rental Property - UK

“Holiday rental properties continue to show the highest growth potential of any accommodation type. The segment is benefiting from a larger pool of new customers as a result of holidaymakers wanting more personal space during the pandemic, while its affordable image and self-catering facilities help it to appeal amid the ...

Juice and Juice Drinks - US

“Even as flavor and nutrition innovations elevate the familiar and reshape aisles, it is simplicity – juice’s longstanding draw – that remains an undercurrent of juice purchase. However, simple formulations don’t

“Consumers are mostly in sync with each other when it comes to packaging perceptions and priorities. Most don’t want to compromise on the effectiveness of packaging, or pay more for “better” options. Sustainability becomes negotiable, and a useful tool in product differentiation, especially if costs are kept down.”

- ...

Furniture Retailing - UK

“Already impacted by a natural rebalancing of demand post-pandemic, the cost-of-living crisis has further hit consumer spending, especially on big-ticket items like furniture. However, it’s not always about trading down. 67% of consumers would prefer to trade up to high-quality items with longevity and 42% bought new furniture to treat ...

Health Insurance - Canada

“An aging population and record levels of immigration will ensure strong demand for health insurance in the coming years. Though employer coverage is the dominant channel for acquisition, a significant minority buy insurance directly or through affinity groups. There is plenty of potential for customized policies based on more sharing ...

Household Care Habits - Brazil

“As Brazilians adopt a more hybrid lifestyle, they become less avid for household cleaning routines, and attributes related to value gain more importance, both for saving money and time. Despite consumers’ interest in solutions based on sustainability and convenience, brands face the challenge of making them more affordable. Social media ...

Large Kitchen Appliances - China

“With the growing demand for high-quality kitchen life, the outlook for large kitchen appliances remains positive. However, it will take longer for the market to return to pre-pandemic levels due to continued

have to be limiting; juice's fluid nature poises it to shift from wellness to enjoyment and between occasions with ...

Loungewear - China

"Today's consumers have reached a consensus on wearing loungewear at home, and their consideration of a product's basic value has become more multifaceted. Brands need to take into account consumers' real demands in order to provide products that truly meet their needs. The demand for 'treating yourself' and gifting occasions ...

Marketing to Asian Millennials - US

"Asian Millennials have influence beyond their numbers, thanks to their high income and education levels and growing cultural clout. However, this audience is far more complex than it seems, with numerous languages, cultures and socioeconomic factors at play. With Asians all too often left unrepresented, targeted, authentic campaigns can help ...

Marketing to Hispanic Millennials - US

"Hispanic Millennials experience satisfaction in their lives, but they also face high levels of anxiety and frustration. Notable variations exist among younger and older Millennials making it crucial to avoid one-size-fits-all campaigns in crafting relatable marketing messages that resonate with their unique lifestage. Financial stress emerges as their primary concern ...

Marketing to Pet Owners - China

"Pet ownership in China is still growing rapidly, and the relationship between pets and people is shifting from a traditional foster relationship to a more equal 'partnership'. The changing concept of pet ownership is also influencing human-pet interaction and consumer behaviour. Social media and technology are altering the pet-keeping lifestyle ...

Multicultural America: Cleaning the Home - US

uncertainty and a more rational spending sentiment among consumers. Growth opportunities lie in driving the adoption of emerging ...

Marketing Financial Services - US

"A continued state of economic turbulence brought on by the banking crisis of early 2023 has caused young financial services consumers to grow up fast, interpreting uncertainty as a mandate to expand their research and desire a more serious tone from financial brands. Consumer tastes have correspondingly shifted toward brand-level ...

Marketing to Black Gen Zs - US

"For Black Gen Zs, the sentiment towards the future is that it's going to be a hard, bumpy ride. Being focused on establishing careers, they're aiming high and targeting homeownership – a visible sign of financial security. They'll need help getting there given their lifestage, but beyond that, because they ...

Marketing to Millennials - US

"Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials' current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

Media Landscape - US

"Consumers have more media options than ever before – both in terms of channels as well as the content available; and consumption is keeping apace. Getting – and keeping – consumers' attention is increasingly challenging. News consumption is especially tenuous, as decades of ownership consolidation has left many distrustful of ...

On-premise Alcoholic Trends - China

“Black and Hispanic Americans are more likely than average to carry the sole responsibility of cleaning the home and shopping for cleaning products, with women and moms, in particular, shouldering outsized responsibility. While enjoyment isn’t absent, support would be welcomed, including support from brands in the form of product convenience ...

OTC Pain Management - US

“The vast majority of consumers deal with pain on a regular basis, and often turn to familiar OTC products. Pain is a constant that is not slated to decline. To meet diverse consumers in their quest to address pain symptoms, while also improving overall wellness, it will be crucial to ...

Plant-based Proteins - US

“PBMA sales have slid from their peak in 2020 as consumers abandon the category in favor of less expensive protein options. The category continues to struggle with negative perceptions even among those who follow a reduced meat diet. Yet silver linings still exist, the frozen PBMA category remains relatively resilient ...

Prepared Meals - US

“Convenience is a category-defining benefit for prepared meals, but the biggest opportunities for growth may come for products that slow things down, just a little bit. Alternative prep methods that bypass the microwave, new cuisines to explore and ideas for customizing and mixing and matching meals and sides have the ...

Regional and International Flavors and Ingredients - US

“The opportunity to discover international flavors and ingredients has never been more present, thanks to increased diversity and rapid dissemination of global cuisine information on social media. Flavors that are grounded in the familiar, either format or fusion can help guide leery consumers, while bolder flavor innovation can lead with ...

Smartphones and Wearables - China

“Renewed enthusiasm for social gatherings is expected to drive a surge in on-premise alcohol consumption, giving the industry revitalisation. Driving the trend, on-premise operators could leverage consumers’ interest in food pairing to elevate the visiting experience and incorporate social media as a tool to keep consumers connected. Meanwhile, sustainable practice ...

Outdoor Cooking - US

“The pandemic served as an accelerant for a trend that was already in motion, and economic conditions will only fuel outdoor cooking behaviors. Adults are drawn to the category for its many benefits: flavor, experience, even health. Yet everyday outdoor cooking occasions and frequency, as well as ownership, are challenged ...

Plant-based Proteins on the Menu - US

“For diners, plant-based proteins aren’t winning against meat on core factors that define a great meal. Operators need to aim beyond the goal of simply achieving taste and texture parity with meat, and offer diners something worth coming back for – a novel dining experience that feels premium and features ...

Private Healthcare - UK

“The private healthcare market is growing strongly on the back of the continued issues with waiting lists impacting the NHS. Moreover, arrangements with the NHS, a buoyant private medical insurance sector and growth in self-pay procedures are further growing the demand factors despite the cost of living crisis and the ...

Restaurant Takeout and Delivery - US

“Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs. Operators that provide off-premise experiences that are ...

Smartphones: Plans and Hardware - Canada

“Consumer delays in smartphone replacement amid economic volatility and extended smartphone lifecycles are impacting China's smartphone market. In striving to create a premium image, domestic brands can strategically leverage sustainability and cultural resonance to positively shape consumer perceptions. Meanwhile, wearables, which are currently considered non-essential and have low usage ...

Social Life in Lower Tier Cities - China

"Although the growth rate of overall consumption in lower tier cities has slowed down, consumers still actively engage in social activities in their daily lives. Meeting with friends over tea, coffee or alcohol has become a weekly routine, while outdoor activities, ranging from niche to popular ones on the internet ...

Solar Power - UK

"Sustained strong solar PV deployment is forecast for the coming years, with all main market segments (ground-mount, residential and non-residential roof-top solar PV) in high growth mode. Growth is fuelled by increased interest in self-generation amid high energy prices and the decarbonisation agenda across the public, commercial and residential sectors ...

Travel Insurance - UK

“The travel insurance market has bounced back from the pandemic-induced dip, and the outlook is positive, as a high appetite for travel will support the growth of the market. Amid the cost of living crisis, consumers arguably have more reasons to ensure they have adequate financial protection from losses. However ...

Video Streaming Services - UK

"The cost-of-living crisis has temporarily dampened overall consumer demand for paid-for video streaming services, but it has also hastened the development of ad-supported services. Lower cost ad-supported tiers are initially being introduced by SVoD providers as a way to sustain subscriber growth after price increases, but over the longer term ...

Women's Facial Skincare - UK

“Despite some monumental developments in the tech space over the past few years, like the widespread adoption of 5G and exciting developments in the AR/VR space, there really hasn't been much disruption in the smartphone space. The “Big 3” still dominate market share under their brand umbrellas that include ...

Social Media: Sharing and Socialising - UK

“Threads is looking to capitalise on the issues and controversy surrounding Twitter. The popularity of Instagram, and the commitment to being ‘friendly’ means the platform can have broad appeal, including among those who have never been Twitter users. However, even if Threads can find success, it doesn't mean there isn't ...

Sustainability in Foodservice - UK

“The rising cost of living is making it more difficult for consumers to prioritise sustainability, as consumers are more likely to cut back on non-essential spending, such as sustainable food choices, in order to save money. This means that foodservice operators will need to offer incentives to consumers to eat ...

Underwear - UK

“A resurgence in consumer spending has benefitted the underwear market, as consumers look to treat themselves to new styles. Consumers seek to bring fun to their underwear shopping, and look for better representation and inclusivity from brands. Growth in the sector is set to be driven by the continuation of ...

Women's Clothing - US

"The women's clothing market is still growing despite the current inflationary environment; however, its full potential is being stifled as women shift shopping behaviors to adjust to rising costs. Female shoppers remain focused on finding the right fit and want retailers to help them with this. They're also keen to ...

低线城市：社交生活研究 - China

“Women’s facial skincare will feel the benefit of price rises in 2023, with this boosting value growth in the category. However, despite a challenging economic setting, women still appear willing to experiment with new formats. There’s room to boost growth by supporting women adopting behaviours such as skincare layering or ...”

低线城市：车主研究 - China

“低线城市消费者对智能车、新能源车的认识和接受度都较以往有所提高。在权衡购车要素方面，除了考虑实用价值，对一些使用率不高但能带来安心感的功能配置，和通过感官设计带来的颜值和情绪价值也越发重视。带有中立和客观性的营销内容以及多元化的用车场景是赢得品牌好感度的有效途径。在数字化营销领域，品牌可以通过定制化的场景的展示，针对不同受众进行精准投放，从而精准击中细分受众痛点，提升营销转化。”

家居服 - China

“消费者如今已达成居家时穿着家居服的共识，且对产品的基础价值有了更多维度的考量，品牌需考虑消费者真实的诉求从而提供满足切实需要的产品。犒劳自己和礼品场景的需求也为家居服/睡衣品类提供了消费升级的契机。消费者对于多种家居服/睡衣风格款式的偏好以及男性消费者对于中式/国风家居服的喜爱为品牌在风格拓展以及客群扩充上提供了新的机遇。而家居服/睡衣与消费者情绪感受息息相关的特性，也提示品牌可以通过多样的活动，让消费者获得身与心的放松和舒缓。”

彩妆——眼部和眉部 - China

“虽然面临挑战，但眼部和眉部彩妆品类仍可通过搭乘‘多巴胺美妆’趋势，以及将大胆的眼影色彩推广至更多日常使用场景，在2023年实现正增长。然而，作为着色属性最为强烈的品类，眼部和眉部彩妆可打造、引领和推广整体性的美的理念以及未来的时尚趋势，进一步拉动市场增长。”

智能手机与可穿戴设备 - China

“在经济波动和智能手机使用寿命延长的影响下，消费者换机意愿降低，这对中国智能手机市场造成了冲击。国内品牌正积极进军高端市场以应对这一挑战。在这一过程中，品牌可以利用可持续和文化共鸣来重塑消费者的认知。此外，可穿戴设备目前仍被消费者视为非必需品，且使用频率较低。品牌可以通过提升互联功能，在健身场景下为用户提供有价值的支持，以及利用收集到的身体数据

“虽然低线城市的整体消费增速有所放缓，其与社交需求相关的消费生活依然十分活跃。与熟人光顾“茶咖酒”等聚会场所进行社交互动已经成为一种“周常”，各类从小众到网红的户外活动也迅速风靡。这些场景和活动不仅提供了物质层面的消费体验，也通过创造新的社交契机和“不落俗套”的礼尚往来的附加价值带来了精神享受和文化自信。融入创新文化元素的高颜值包装和融合当地特色“生活方式+”的场景体验，可以更有效地帮助品牌在低线城市创建新型内容社交生态，取得有差异化的品牌优势。”

厨房大家电 - China

“随着人们对高品质厨房生活的需求不断增长，厨房大家电仍然保持乐观的发展前景。然而，在不确定性持续存在和消费态度更加审慎的情况下，市场完全恢复到疫情前的水平尚需时日。通过提供更多优质的产品和有效的市场教育，推动洗碗机等新兴品类的进一步渗透，将为市场带来增长机遇。品牌也可提供细致专业的厨房翻新服务和布局适老化家电，从而驱动增长。”

—— 姚滨妍，研究分析师

彩妆——唇部 - China

“在审慎消费的大背景下，唇部彩妆必须设法证明其价值，例如可提供更好的唇感、解决困扰消费者的唇部问题、进行全面的市場教育。同时，品牌可在新生活方式下重新定义自然妆感，引起消费者的共鸣。”

—— 柴静彦，高级研究分析师

彩妆——面部 - China

“品牌可以通过解决敏感肌的皮肤问题，开发适合敏感肤质的面部彩妆，从而提高面部彩妆的增长曲线。此外，妆前乳/隔离霜可以通过升级护肤功效来增强其重要性，而修容产品则可以降低使用门槛以获得更多受众。”

何雨婷，研究分析师

现制酒饮趋势 - China

“消费者对社交聚会的热情复燃，这预计将大幅推动现制酒饮消费，为该行业注入活力。现制酒饮场所经营者可搭乘该趋势，巧用消费者对酒饮搭配餐食的兴趣以提升其消费体验，并利用社交媒体与消费者建立联系。同时，可持续举措预计将在该市场扎根，以满足越来越敏锐的消费者对此的需求。”



提供增值应用，来丰富可穿戴设备的使用场景。”

— 许成维，研究分析师

— 张辰钰，高级研究分析师

针对宠物主人的营销 - China

“我国的宠物拥有率仍在快速增长，人宠关系从传统的饲养关系转向更平等的‘伙伴关系’。养宠观念的改变也在影响人宠互动和消费行为。社交媒体和科技正在改变养宠生活方式，而宠物主也试图变得更成熟、更有主见，以摆脱碎片化信息的束缚。因此提升‘专业’形象对品牌变得更重要。”

——张泽龙，高级研究分析师