

January 2021

Air Care - China

“Air care needs to adapt to consumers’ changing lifestyles and create new usage occasions to remain relevant. While odour-removal air fresheners are almost a thing of the past, there are opportunities to target bad cooking smells and pet odours. Meanwhile, brands need to educate consumers that odour is a source ...

Amazon: Influence and Ambition in the Grocery Sector - UK

“As the online retail market leader, Amazon was in a better position than most to capitalise on the heightened online demand that COVID-19 has brought. It has certainly done so, growing at its fastest pace since 2013, and being viewed as an essential service during the pandemic by a majority ...

Attitudes towards Cosmetic Procedures - UK

“The COVID-19 outbreak had a direct impact on cosmetic procedures with beauty salons and clinics forced to close for many months during the initial spring and winter lockdowns. While economic uncertainty from the pandemic could translate to a dip in the number of some cosmetic procedures in the near future ...

Back to School Shopping - US

“No matter where school is taking place, the back to school shopping season will always be a key time of year for consumers and brands. The pandemic shifted how and when consumers shop for school, as well as what they’re buying. New needs emerged in 2020, driving sales of items ...

Beauty and Personal Care Retailing - France

“France has experienced two national lockdowns, as well as a nationwide curfew and restrictions on store opening times. This has shifted a large amount of spending on BPC online and forced many specialists to redouble their

Aircare - US

“The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for aircare. While it remains to be seen which new behaviors will stick and become a ritual and which will fade as we emerge from this health crisis and recession, brands have ...

Atitudes e Hábitos dos Donos de Pets - Brazil

“O mercado de produtos para pets continua apresentando resultados positivos mesmo em meio à crise econômica, pois 69% dos brasileiros possui algum animal de estimação e mais da metade dos donos de pets os veem como filhos. Sendo assim, os produtos para pets continuam tendo prioridade no orçamento das famílias ...

B2B Insurance - UK

“Many small and medium-sized businesses have been significantly hit by the pandemic. Insurers’ sector and business expertise can help their clients stabilise operations and, in the process, help stabilise their own commercial insurance line of business.”

Beauty and Personal Care Retailing - Europe

“With stores deemed non-essential closed in order to curb the spread of COVID-19, many brands and retailers saw their overall sales fall in 2020. There was growth in online sales but this could not offset the loss of trade in bricks-and-mortar outlets. We expect the most successful retailers will be ...

Beauty and Personal Care Retailing - Italy

“The COVID-19 outbreak has been challenging for the beauty and personal care retailing sector in Italy but many of the leading retailers have managed to partly mitigate its impact by ramping up their online

efforts to develop or accelerate their internet offer. Many have showed real adaptability, particularly ...

Beauty and Personal Care Retailing - Spain

“Beauty and personal care specialists suffered in 2020 as lockdowns led to temporary store closures across the country. Ecommerce was a clear winner and many specialists have pivoted to multichannel strategies. Concerns around the pandemic are still particularly high in Spain and retailers will have to improve the in-store experience ...

Beauty Retailing - Canada

“The meteoric lifestyle impacts of COVID-19 have driven Canadians to take a more relaxed approach to their beauty routines. Hygiene and maintenance products will remain at the top of shoppers’ beauty and personal care lists, while discretionary categories will be demoted in importance, particularly in light of the economic downturn ...

Brand Overview: BPC - UK

“The COVID-19 outbreak has led consumers to review their BPC regimes and has put greater emphasis on holistic health and wellbeing. While lockdown periods reduced usage occasions for fragrances and colour cosmetics, consumers spent longer on self-care beauty routines and sought products designed to boost physical and emotional wellness. In ...

Camping and Caravanning - UK

“After a stop-start year in 2020 for camping and caravanning, 2021 will see further disruption. Momentum should start to develop once the severe health crisis of the first quarter begins to pass and the vaccine rollout is well underway. On the back of a strong COVID-staycation summer last year the ...

Civil Engineering - UK

“Infrastructure investment will have a key role to play in the economic recovery from COVID-19, both by maintaining jobs in the short term, and creating the

operations. We expect to see a continued shift towards online which will lead to retailers to ...

Beauty and Personal Care Retailing - UK

“Changes in people’s lifestyles as a result of the COVID-19 pandemic and the lockdowns have affected usage habits and led to major shifts in the types of beauty and personal care products consumers are buying. One of the big opportunities is for brands to focus on in-home beauty treatments and ...

Black Consumers: Approach to Health & Wellness - US

“Black consumers recognize the importance of living a healthy lifestyle and seek information to maintain or improve their physical and mental wellbeing. This group regularly engages their personal physician for information and treatment options; however, most do not believe that available healthcare information is relevant to their needs, which sows ...

Brazilian Pet Owners - Brazil

“Brazil’s pet market continues to show positive results even in the midst of an economic recession. The survey shows that 69% of Brazilians own a pet and more than half of pet owners see them as a child. Pet products, therefore, continue to have priority in the family budget. The ...

Cinemas - UK

“2020 has been a fallow year for cinemas, with enforced closures of venues and delayed blockbuster content seeing attendances down by three quarters compared to 2019. Streaming video services have benefitted from debuting content as studios bypass cinematic releases completely. The early part of 2021 will continue to be challenging ...

Coffee and Tea Tracker - US

Mintel’s Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at

conditions for long-term sustainable growth.

The government has recently brought forward capital investment in infrastructure, decarbonisation and maintenance projects and committed £27 billion to ...

Consumer Trends, Attitudes and Spending on the Home - UK

“Uncertainty saw total expenditure on the home fall in the past year. This was despite the strength of the home improvement and appliances markets and the windfall of new demand amid extended periods inside. Within the market, demand has grown increasingly polarised in the past year, with this set to ...

Crackers - US

“After nearly a half decade of no significant gains, cracker sales saw meaningful growth of 7% in 2020. The category saw a dramatic increase in sales during the early days of consumer stockpiling that have held largely steady from their year-ago performance, suggesting that consumers didn’t just stock up, they ...

Delivery Services and Meal Kits - Canada

“Demand for delivery services and meal kits exploded in 2020. While the pandemic has led to untold human and economic suffering, the problems wrought by the virus accelerated innovation that’s provided solutions. As the pandemic arguably enters the back end with life hopefully returning to a semblance of normal, the ...

Direct-to-Consumer Retailing - US

“The DTC landscape continues to evolve as both new and mainstream brands enter the playing field. What once conjured up images of small start-ups looking to disrupt their industries, the term DTC has evolved to include a variety of brands bringing their products and an elevated shopping experience to consumers ...

European Retail Briefing - Europe

The Covid-19 pandemic has accelerated the demise of many failing retailers and their disappearance opens the

coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

Credit Monitoring - UK

“The credit monitoring market continues to show impressive growth, largely driven by frequent users. Applying for credit is no longer the main reason to check credit scores, with a growing number now using these services as an indicator of financial wellbeing or to check for fraudulent activity. COVID-19 has the ...

Digital Trends: Hardware - Canada

“Despite hurdles throughout 2020, the digital hardware industry is in a healthy position – reflected by the growth of its leading companies. The pandemic forced Canadians to adopt more digital habits out of necessity, which ultimately drove demand for hardware.

Diversity and Inclusivity in Beauty - US

“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful ...

Foodservice - Brazil

“Diante dos desafios impostos pela pandemia de COVID-19, a categoria de foodservice precisou, e

way for new, better retailers to take their place. The paradox of the situation the retail sector finds itself in is that high streets should emerge fitter and stronger in the long term, even ...

Foodservice - Brazil

“Due to the challenges imposed by the COVID-19 pandemic, the foodservice industry needed, and still needs, to reinvent itself. In addition to a quick adaptation to delivery services and to new consumer routines, the category also needs to deal with tighter household budgets. Making sure its processes meet expectations regarding ...

Gaming Retail: How Games Are Purchased - US

“Gaming is firmly in the spotlight of mainstream pop culture, which will help continue a streak of strong video game sales into the near future. Video game purchasers don’t really care where they buy a game as long as they are able to get the game they want for a ...

Hair Colourants and Styling Products - China

“The hair colourants market has been more resilient than the styling market during COVID-19. But consumers’ colour preference has shifted rapidly from vibrant colours which were in last year to more natural colour today. Despite the changes, safer and natural solutions remain the core needs. As for styling products, consumers ...

Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...

Holiday Review - UK

continua precisando, de se reinventar. Não bastasse a necessidade de uma adaptação rápida aos serviços de delivery e às novas rotinas dos consumidores, também precisa encontrar espaço no orçamento apertado dos brasileiros. Para conquistar esse espaço ...

Fruit Juice, Juice Drinks and Smoothies - UK

“COVID-19 has had a huge impact on the fruit juice, juice drinks and smoothies category. Nationwide lockdowns and restrictions saw many higher-value usage occasions through on-premise and on-the-go channels disappear overnight, the uptick in sales of larger formats not enough to compensate for this loss. Going forward, significant interest in ...

Hair Colourants - UK

“At a time when other BPC categories are struggling, spend on home hair colourants has surged as COVID-19 has encouraged DIY beauty behaviours. While a vaccine will see spend instinctively return to professional services in the long term, home hair colourants have gained credibility as the pandemic has boosted consumer ...

Haircare - China

“Consumers are growing into function driven for haircare products, where caring features are taking the lead. As consumers associating health scalp to better hair conditions and interested in maintaining long-term scalp/hair healthiness, the future opportunities of scalp care is to go beyond anti-hair loss and boldly blend into other ...

Hispanics: Approach to Health & Wellness - US

“COVID-19 disrupted Hispanics’ approach toward health and wellness as preventing exposure to the virus became the top priority. Pandemic aside, Hispanics are satisfied with their current health and feel capable of making the right decisions about it. As Hispanics see maintaining good health and wellness as ongoing, brands need to ...

Home Hair Color - US

“New lockdowns led to a decline in booking levels in January, which would have been an important booking period in a ‘normal’ year. Nevertheless, underlying demand for travel remains strong as Brits do not want to miss out on their main holiday again. Rural/countryside-based holidays in the UK and ...

How America Dines - US

“The pandemic has been an Earth-shattering event for the foodservice industry, one that will reshape the entire industry landscape and alter how Americans dine. The industry will emerge from the pandemic smaller and leaner as FSRs close and new small-footprint LSRs spring up focused primarily on takeout traffic. Consumers will ...

Leisure Outlook - UK

“The closure of pubs and restaurants across large parts of the UK prior to Christmas resulted in a record number of people regularly ordering takeaway food over the festive period. The momentum gained by the takeaway sector will continue beyond the peak of the pandemic, but pubs and restaurants that ...

Loans & Alternate Sources of Credit - Ireland

“Although the years leading up to the COVID-19 outbreak were characterised by steady growth in value and volume of loans and other credit products held by Irish consumers, the sudden reversal brought about by the COVID-19 outbreak was almost certainly a momentary interruption rather than a cessation or reversal of ...

Marketing to LGBTQ+ Communities - US

“Following a traumatic year marked by a global pandemic, economic struggle and political divisiveness, the LGBTQ+ population is in a unique and unsteady position entering 2021. LGBTQ+ Americans have been notably vulnerable to the COVID-19 pandemic and its affects; LGBTQ+ adults are more likely to have lost their job, be ...

Nutrition Drinks - US

“In the absence of salons, more consumers turned to at-home solutions, leading to increased usage of home hair color products. While salon closures during lockdown certainly benefited the at-home hair color market in the short-term, some consumers plan to stick with at-home hair color products to curb spending or minimize ...

Influencers - UK

“People have little patience for influencer shenanigans when it comes to COVID-19, with the majority thinking influencers should be banned for spreading COVID-19 misinformation. However, many people have spent more time viewing influencer content since the start of the pandemic and some influencers have been important for spreading crucial information ...

Lifestyles of the Over-55s: Inc Impact of COVID-19 - UK

“With vulnerability to the coronavirus increasing alongside age, Britain’s over-55s have been consistently among the most anxious about being exposed to the coronavirus, driving widespread cautious behaviours among the cohort. In the face of a third UK lockdown, concerns surrounding both the physical and mental wellbeing of this group must ...

Lotteries - UK

“The lotteries market entered the COVID crisis on the back of a year of record revenues and is set to emerge from it in robust shape as its retail segment has proved strongly resilient, digital participation has reached new heights and regulatory change creates new opportunities for innovation in game ...

Menu Trends - UK

“With so many people’s travel plans being curtailed as a result of the pandemic, consumers now seek to experience global flavours that give them a sense of being away. Unsurprisingly then, consumers prioritise taste over healthfulness when deciding what they want to eat and drink and will seek menus that ...

Pet Retail - Canada

“The nutrition drinks market is well situated to weather the current economic storm, thanks to the association of products in this category with general wellness and immune system health during a health-crisis-driven recession. Although the weight loss drinks segment suffered losses thanks to the lockdown, an unexpected uptick in sales ...

Potato and Tortilla Chips - US

“Increased meals and snacking taking place at home not only gave rise to an already flourishing chips category, 2020 reinforced some of the category’s fundamental strengths. Chips are an anchor of the increasingly competitive snack market, not only a dominating sales force, but also delivering on the primary need state ...

Role of Transportation - US

“The role of transportation in consumers’ lives is always evolving. Consumers currently favor their personal vehicles out of fear of contracting COVID-19, underscoring their emotional need to feel safe and clean when deciding how to get around. On the other hand, alternate transportation providers’ ridership and usage rates have generally ...

Self-guided Auto Tours - China

“Self-drive tours will continue to fuel the travel market’s recovery. Long-haul self-driving is a pillar of traveller volume growth. The most enthusiastic consumers demonstrate sophisticated expectations for self-drive tours. Managing emotional wellbeing is their major motivation for participation. There is an opportunity to target solo self-drive consumers, an emerging but ...

Sports & Social Awareness - US

“There is now a stronger connection between sports and social awareness than ever before, on every level. Fans are expecting sports entities to be actively involved in providing support and creating change. Sports leagues and teams are establishing initiatives to drive consumer awareness and involvement in various causes, as well ...

The Arts & Crafts Consumer - US

“Stay-at-home mandates due to the COVID-19 pandemic has seen pet owners spending more time at home with their furry loved ones. With pet owners likely having deepened the bond with their pet during this period, many will not hold back on spoiling their pets and looking out for their wellbeing ...

Restaurant Value and Pricing - US

“Value remains top of mind for dining decisions as many Americans cut back on foodservice spending due to the ongoing COVID-19 crisis and economic uncertainties. Restaurants must improve the convenience of their off-premise options via tech solutions for faster and effortless ordering, pickup and delivery to satisfy consumers’ needs and ...

Schools, Universities and Hospitals - UK

“Severe disruption brought on by COVID-19 has meant a 13% reduction in the market’s value to £6.9 billion in 2020. This comes despite efforts in recent years to increase capital funding to address the condition of the public school and healthcare estates.

Soap, Bath & Shower Products - UK

“The soap, bath and shower product category has seen record growth in 2020 of an estimated 32.8% to reach £840 million as heightened hygiene concerns drive washing behaviours. The increased rate of hand washing in particular has triggered concerns towards hand health, presenting opportunities for brands in moisturising and ...

Student Lifestyles - US

“The COVID-19 pandemic has greatly disrupted higher education in the US. In Fall 2020 fewer students enrolled overall, and declines were especially steep at community colleges and among incoming freshmen. Less incoming tuition means schools are struggling financially while also facing unexpected pandemic-related expenses. Some institutions will be forced to ...

UK Retail Briefing - UK

“In-home leisure categories like arts and crafts have thrived over the last 12 months and will continue to thrive over the next several years. During this time of high stress, both emotional and financial, consumers will look to arts and crafts for a fun, affordable leisure activity that helps them ...

Unsecured Loans - UK

“COVID-19 has had a profound impact on the unsecured loans market. Lending has been slashed as opportunities for consumers to make major purchases requiring credit have been severely reduced due to lockdowns and other COVID restrictions. However, the outbreak has also given lenders a chance to improve perceptions by supporting ...

Wearable Technology - US

“The wearable tech category provides unique value to consumers amidst the COVID-19 pandemic. Hearable devices offer utility both on-the-go as well as working remotely at home, while health-monitoring capabilities of wrist-worn devices gain renewed interest among an increasingly health conscious populous. The economic impact of COVID-19 disproportionately impacts lower-income households ...

洗发护发产品 - China

“消费者越来越关注洗护发产品的功效，其中护理功效最受关注。消费者认为健康的头皮与更好的发质相关，并且有兴趣保持头皮/头发长期的健康，因此，头皮护理未来的机会在于走出防脱发，大胆融入到其他护理功效的从头皮到发尾的护理故事；突破即时的护理效果，转而修复和维持头皮/头发的长期整体健康提供解决方案。”

— 尹昱力，研究分析师

自驾旅游 - China

“自驾游将继续助力旅游复苏。长途自驾游是游客量增长的驱动力。热衷自驾游的游客对这一旅游方式有更高期待。他们参与自驾游主要是为了调节情绪。独行游客群体日渐兴起，但尚未获得相应的市场关注。自驾游能很好地贴合消费者追求独处时光、调节心情的需求，因此定位该群体能带来更多机遇。”

— 赵凌波，高级研究分析师

Overall, in one of the most difficult festive periods due to the COVID-19 pandemic, demand held up well – indeed the 3.2% growth in November and December beat even our best case scenario. This was down to both a determined consumer base, to enjoy the festive period, and the ...

Virtual Reality: Inc Impact of COVID-19 - UK

“Converting interest into purchases remains a key challenge for the virtual reality market. A potential audience to look at to resolve this is Older Millennials as they have shown greater interest than others in buying headsets since COVID-19. With this age group also being engaged by artistic performances in VR ...

Yogurt and Drinking Yogurt - Ireland

“Yogurt has remained fairly insulated from the impact of COVID-19 though it has faced slight reduced demand from lower uptake of lunchboxes and the change in snacking habits towards in-home. As consumers look for health and comfort during the outbreak and disruption caused by Brexit, yogurt/yogurt drinks are sustaining ...

空气清新产品 - China

“为保持与时俱进，空气清新产品需要适应消费者不断变化的生活方式并创造新的使用场景。虽然除异味空气清新剂几乎是“过去式”，但品牌有机会针对厨房油烟和宠物异味。同时，品牌需要向消费者科普异味是室内空气污染源之一，并强调其对健康的影响，从而与其他带有香味的家庭护理产品相抗衡。此外空气清新产品应进一步融入日常生活，以支持消费者的情绪健康，比如在工作、锻炼或沐浴/泡澡时。”

— 李玉梅，研究副总监

造型和染发用品 - China

“疫情期间，染发用品市场比头发造型用品市场更具韧性。但消费者对发色的喜好已从去年的鲜艳色彩迅速转变为如今的自然色。虽然消费者的喜好有所改变，但更安全和天然的解决方案仍是核心诉求。从头发造型产品来看，不受疫情担忧的影响，消费者仍然将更复杂的造型需求交给美发师打理。这将需要家用美发造型产品提供效果显著的解决方案，让头发看起来更健康，从而与护发用品品类竞争。”



— 靳尧婷，研究分析师