

January 2022

Air Care - China

“Air care products no longer merely serve as a household tool for freshening the air of the living environment. The pandemic has awakened consumers’ need for anti-bacterial solutions, making it an essential claim in many products. Looking ahead, the category can bring further benefits, such as enhancing emotional wellbeing, and ...

Americans' Social Circles - US

“The COVID-19 pandemic and the growing presence of virtual spaces are changing the way consumers think about and pursue new friendships. As people navigate the new landscape of social life, they continue to struggle with the challenges of meeting new people and forging new friendships. Brands have the opportunity to ...

Attitudes towards Premium Alcoholic Drinks - UK

“Although losing on-trade sales, premium alcoholic drinks’ retail sales benefited from the overall growth in retail alcohol drinks sales in 2020, sustained in 2021, amid the COVID-19 restrictions. The segment also gained users from shoppers trading up. However, sales are now under threat amid the income squeeze. Encouraging recommendations and ...

Back to School Shopping - Canada

“The initial surge of school-related purchases in the spring of 2020 has continued to impact how consumers shop as well as what they buy, even two years later. The extended uncertainty around whether students will be learning in classrooms or from home has forced students to be prepared for either ...

Beauty Retailing - China

“China’s retailing landscape continues to evolve, with new players and platforms emerging quickly. Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty

Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...

Atitudes e Hábitos dos Donos de Pets - Brazil

“Mesmo diante da alta de preços os brasileiros continuam investindo na saúde e no bem-estar de seus animais de estimação, ainda que busquem formas de economizar. As categorias de produtos para pets devem tentar oferecer opções mais acessíveis para o consumidor, porém mantendo o foco nos benefícios para a saúde ...

B2B Property and Motor Insurance - UK

“The events of the last two years have shown how far the motor insurance industry still needs to go in order to satisfy customer expectations and remain relevant in the post-pandemic economy. Opportunities for motor insurers following the pandemic will include underwriting new policies that will be associated with the ...

Back to School Shopping - US

“Back to school shopping saw a new boom in 2021, as students were excited to head back to the classroom and parents fulfilled purchases put off in the prior year. The ongoing pandemic continues to impact how consumers shop for school and what they buy, reemphasizing a need for value ...

Bedroom Furniture - UK

“The bedroom market rebounded quickly in 2021. The extended periods that people spent indoors have continued to feed into sales and shine the spotlight on wellbeing. This saw an upscaling of expenditure; although below this, some continue to struggle,

information to cater to consumers' emotional needs, so as to retain consumer interest and cultivate ...

Beer - UK

"After a tough couple of years owing to the COVID-19 pandemic, beer brands can look to the future and tap into the sense of adventure felt amongst beer drinkers: 59% say they enjoy experimenting with new types of beer. This indicates a pressing need for brands to continue to innovate ...

Brazilian Pet Owners - Brazil

"Despite the price surge, Brazilian consumers continue to invest in the health and wellbeing of their pets, even if they seek ways to save money. The pet products categories should try to offer more affordable options to consumers and at the same time focus on health benefits for pets." ...

Carbonated Soft Drinks - UK

"The alcohol moderation trend accelerated by the COVID-19 outbreak can be further mined in CSDs, for example through alcohol-inspired flavours and providing more food pairing inspiration. Meanwhile, harnessing the power of aroma to amplify the all-important enjoyment factor is a missed opportunity. Less sweet flavours could be key to boosting ...

Civil Engineering - UK

"The government's commitment to infrastructure spending as part of the economic recovery from COVID-19, the 'levelling-up' agenda and the need to progress towards Net Zero Carbon by 2050 should ensure sustained growth in the civil engineering sector over the coming years.

The government has pledged significant investment in the UK's ...

Consumers and General Insurance - UK

"The general insurance market is currently undergoing major regulatory enforced change with insurers in core markets, such as motor and home insurance, no longer able to charge existing customers more than they would

therefore polarising demand. Looking ahead, however, supply chain issues and any ...

Brand Leaders - UK

"Brands were in the ascendancy at the peak of the pandemic, as people sought out recognisable and comforting brands they trusted. However, as we gradually move into the recovery stage, brands will need to reassert what they can offer consumers for the longer term. In the next few years, there ...

Camping and Caravanning - UK

"A new wave of corporate activity in UK holiday parks reflects optimism that the staycation trend is here to stay, and will lead to further investment in accommodation and family-focused experiences. Camping and caravanning abroad will benefit from the rise in consumer interest in active outdoor holidays and campervan touring ...

Cheese - Brazil

"The cheese category still has plenty of room to innovate in the Brazilian market, but consumers' tight budget and conservative taste are a significant barrier, as they favor familiar and smooth flavors, avoiding expensive non-essential products that may not please them. Plant-based cheese still has a long way to go ...

Coffee and Tea Tracker - US

"Coffee and tea consumption has increased year over year, driven by away-from-home occasions. As people re-establish work routines, operators must create appealing spaces for commuters returning to the office and remote workers seeking a "third space." With health still in the forefront of consumers' minds, tea brands should showcase benefits like ...

Consumers and the Economic Outlook - US

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains,

new customers. This is expected to force many more insurers to focus more on customer retention and ...

Contract Catering - UK

“The reopening of the economy benefited contract caterers, paving the beginning of the market’s recovery in 2021. The year also highlighted the substantial impact of COVID-19 on the sector and its continued susceptibility to the outbreak. This has driven investment into centralised kitchens and digital platforms to adapt services to ...

Digital Advertising - Canada

“As the COVID-19 pandemic has led to greater digital media consumption, it has never been more important for brands to have a robust, comprehensive and efficient digital advertising strategy to succeed in the market. With digital activities on the rise, brands will need to utilize the extensive array of media ...

European Retail Rankings - Europe

“The impact of the COVID-19 pandemic and the boost it gave to online retailing has seen a significant shift, with Amazon vaulting up from fifth to second in the rankings between 2019 and 2020. Although physical stores have largely been able to reopen during 2021, in many non-food sectors we’ve ...

Families and Technology - US

“Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...

Fashion Accessories - UK

“Fashion accessories are set to make a considerable recovery in 2022, mainly driven by a return in demand for the luxury market. High street specialists continue to struggle, with the market for fashion accessories

consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Department Stores - US

“Department stores are at a critical crossroad as they look to reverse their downward trend from the last several years. The pandemic, which wreaked havoc on department stores and much of retail, has given department stores a chance to rethink the shopping experience they provide and accelerate plans for digital ...

Diversity and Inclusivity in Beauty - US

“While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change ...

Everyday Sustainability - UK

“Despite a highly positive self-assessment of their own eco-credentials, as climate change continues to worsen it is apparent that people are not leading anywhere near sustainable-enough lifestyles. While the consumer is particularly keen to hold businesses responsible for the preventing further environmental damage, more can be done to drive behavioural ...

Family Dining Trends - US

“Amidst a struggling industry, foodservice operators can lean on families in the return to growth. Beyond procurement enhancements, restaurant operators must place greater emphasis on developing menu variety – giving kids more than the status quo meal. To win family dining business, restaurant operators must focus on speed and convenience ...

Financial Services in 2022 - US

“The financial services space is a ubiquitous industry that is constantly evolving alongside macroeconomic trends and their effects on consumer behaviors. The current climate of record inflation rates and escalating

becoming increasingly fragmented. Accessories retailers must keep up with advances in social media and online purchasing ...

Fish and Shellfish - UK

“Increased cooking from scratch and at-home meal occasions during COVID-19 gave the fish/shellfish market a considerable boost in 2020. That fish/shellfish is seen in a more favourable light in terms of health compared to meat should also help the market tap into heightened interest in health. Whilst an ...

Furniture - Canada

“The pandemic has stimulated a re-assessment of living spaces and interior décor within consumers’ homes. One of the effects of COVID-19 has been influencing decisions on where to live. In combination with those seeking or having performed renovations, furniture sales will follow suit. Although dependence on online shopping during the ...

Hair Colourants - UK

“While hair colourants saw a significant boost in value in 2020, the full reopening of salons saw many switch back to old colouring habits, leaving the category in significant decline in 2021, and forecast to reach pre-pandemic levels by 2022. In order to offset a return to normal habits, consumers ...

Homewares Retailing - UK

“The COVID-19 pandemic has driven consumers to spend more time than ever before in their homes. This shift has led to a renewed focus on the home and how it can be optimised to fit new ways of living and working. The homewares sector with its budget-friendly, lower-ticket items can ...

Impact of Social Media on Retail - UK

“Social media platforms have evolved to accommodate the entire shopping journey from discovery to purchase.

COVID-19 case figures accompanying the spread of the Omicron variant complicates forecasts of a year of further recovery toward a ...

Foodservice in Retail - US

“Foodservice in retail suffered in the early stages of the pandemic, but the forces that made foodservice a priority for grocery retailers before the pandemic are as strong as ever. Retailers compete against an ever-widening array of convenient meal options and must meet shoppers’ elevated expectations for variety, quality and ...

Hábitos do Consumidor Jovem de Produtos de Beleza - Brazil

“Em um contexto em que os consumidores jovens são particularmente atingidos pelo agravamento da crise socioeconômica, as marcas de beleza encontram um consumidor mais conservador em relação a gastos, mas que busca também por soluções que celebrem sua individualidade e que reflitam seus valores morais. As pautas de inclusão, representatividade ...

Hispanic Consumers' Culture & Community - US

“When Hispanics evaluate how they relate to their groups and communities, their relationships with family and Hispanic friends stand out as being more meaningful. Since a shared culture and language drive closeness and make a difference, marketers can learn from these relationships as they search for relevance.”

Hotels - UK

“COVID-19 has boosted demand for holiday rental properties and camping holidays, while suppressing demand for business travel. As such, hotels are challenged to strengthen their position in the market such as through introducing more concepts which bring together the uniqueness and self-catering aspect of holiday rentals with the facilities and ...

January European Retail Briefing - Europe

“The impact of the COVID-19 pandemic and the boost it gave to online retailing has seen a significant shift, with

Recent investments from major platforms have sought a more active role in bringing product and brands to the consumer, which will make their influence even more potent. However, trust issues present a barrier for UK ...

January UK Retail Briefing - UK

"At a top-line sales level the grocery sector has experienced a very different pandemic than most other sectors in UK retail. There have of course been immense challenges in coping and scaling up to meet demand, but greater in-home needs and hesitancy towards out-of-home venues has driven record volumes and ...

Lotteries - UK

"Lottery play has remained resilient throughout the pandemic and can grow into the medium term through new opportunities for innovation in game formats, distribution channels and non-cash prize structures."

Menu Insights - China

"Late-night dining is becoming a comfort food. Regional cuisine and home recipes can act as flashpoints. Meanwhile, retail space shifting during dayparts or varied store types and business hours' adjustment would be the start of the revolution as the response to the increase of food delivery and the consumption behaviours ...

Online Product Discovery: Beauty and Personal Care - US

"How consumers discover and engage with new products continues to evolve. Digital channels and tools have become essential to the modern consumer journey. Moving forward, curated content and product assortments, together with features that offer ease and control will be critical in driving discovery for beauty and personal care products ...

Potato and Tortilla Chips - US

Amazon vaulting up from fifth to second in the rankings between 2019 and 2020. Although physical stores have largely been able to reopen during 2021, in many non-food sectors we've ...

Loans & Alternate Sources of Credit - Ireland

"While the onset of the COVID-19 pandemic severely disrupted the market for loans and credit products – and this disruption lasted for almost two years – it seems likely that the end of the pandemic will bring about not just a return to pre-pandemic activity but added impetus to the ...

Managing Stress and Mental Wellbeing - US

"The unprecedented challenges of the COVID-19 pandemic have tested the minds of Americans, and the mental health field is bursting with innovation to meet consumers' shifting needs. Methods that once seemed improbable, such as on-demand, virtual therapy are now commonplace, but increased availability of resources has not yet translated to ...

Milk and Dairy Alternatives - Ireland

"The milk and dairy alternative market continues to grow and evolve as milk is a staple product in most Irish homes. COVID-19 has seen consumers spend more time at home and seek out products rich with health benefits, putting at-home milk consumption at an all-time high. However, dairy alternatives are ...

Pet, Auto and Home Insurance - Canada

"Technological innovations such as telematics and smart home devices offer insurers the opportunity to assess risk better and offer more targeted prices to consumers. Meanwhile, a pandemic inspired boom in pet adoption and a flurry of new entrants foretell strong growth in the pet insurance industry."

– Sanjay Sharma ...

Purchasing Food and Drink for Children - China

“Consumption of potato and tortilla chips is nearly universal, and the category saw an 8% increase in 2020. The next year will see sales correct and, by 2023, resume their pre-pandemic pace of slow but steady growth, fueled by interest in on-the-go snacking options and chips that can offer flavors ...

Queijo - Brazil

“A categoria de queijos ainda tem bastante espaço para inovar no mercado brasileiro, mas encontra como barreira o orçamento apertado e o paladar conservador dos consumidores, que buscam por sabores familiares e suaves, evitando também investir em produtos caros não essenciais que possam não os agradar. Os queijos à base ...

Snack, Nutrition and Performance Bars - US

“Following loss brought on by steep pandemic-driven decline in away-from-home and on-the-go eating, with the help of evolved strategies for boosting at-home usage, the bars category has begun an uphill climb. Total recovery and future success are reliant on the ability for bar brands to meet next-normal needs, not just ...

Sponsorships & Sports Marketing - US

“Sports sponsorship opportunities remain in high demand from brands and advertisers. Sports fans present a massive audience of deeply engaged consumers, well suited for brand integration and marketing. Sports sponsorships will continue to utilize star players, ethical and charitable components and reach fans across a variety of mediums in the ...

Sustainability in Food - Canada

“The dramatic weather events of 2021 have only heightened Canadians’ concern over the environment. As the spectre of climate change becomes more apparent, look for Canadians to become even more engaged on the issue when it comes to the purchase decisions they make. Brands will increasingly need to make sustainability ...

The Green BPC Consumer - China

“The release of the first children snack standard has set the standard bar high for children food and drink products, coupled with recent education reformation towards promoting children’s holistic wellbeing, this market is being increasingly valued by capitals and enterprises. Facing scrutiny by ever knowledgeable and health driven parents, opportunities ...

Salty Snacks - US

“Snacking has remained strong in 2021. In pursuit of craveable, hunger-satiating treats, some turn to familiar tastes, while others, especially younger consumers, embrace innovation and spicy, international flavors. Interest in BFY options as well as more environmentally friendly products is driving innovation among fast-growing alternative salty snacks. While the pandemic ...

Social Media: Influencers - UK

“This is an exciting time for social media influencers. As competition in the market continues to ramp up, social media platforms are investing heavily in creator content. This includes introducing new ecommerce features, such as shoppable live video, that will further increase the value of influencer partnerships to brands. New ...

Suncare and Skin Protection - US

“After taking a short-term hit in 2020 due to social distancing measures and travel restrictions, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers’ elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is ...

Sustainable Consumer - Canada

“At this point, most Canadians are sustainable consumers. Companies can confidently roll out sustainability strategies knowing that consumers are receptive.

The challenge will be finding the best way to do so. Most consumers want to be sustainable, yet do not want to make major sacrifices. And there is still lots ...

The Outdoor Consumer - China

"With more brands participating in the green movement, green BPC brands in China need to think beyond free-from and eco-friendly packaging, with such claims set to lose their advantage in the marketplace. Looking ahead, brands can be more inclusive and provide perceptible values to cause-oriented consumers to convince them to ...

The Private Label Beauty Consumer - UK

"Brexit and the pandemic brought with them uncertainty that saw shoppers adopting a savvier mindset, a trend that existed beforehand and will outrun both. Branded beauty dupes appeal to the consummate bargain hunter, however retailers can do more to drive digital discovery particularly as younger shoppers use social media to ...

Trending Flavors and Ingredients in Snacks - US

"Shifted routines and added daily stresses brought on by the pandemic caused many to seek snacks as a source of comfort, resulting in boosted sales in recent years. To maintain momentum, brands will need to keep ties to the familiar, while also addressing consumer shifts surrounding reemerging health priorities, interest ...

Vacation Plans and Priorities in 2022 - US

"In 2022, there will be fewer consumer-driven barriers to travel. That is to say, Americans really, really want to take vacations again, and their limitations on doing so mostly lie in the areas of market factors and regulatory limitations. Travel providers can present themselves as allies to consumers by giving ...

Young Beauty Consumers - Brazil

"In a context where young consumers have been particularly affected by the worsening of the socio-economic crisis, beauty brands find a consumer who is more conservative in terms of spending but who also seeks solutions that celebrate their individuality and reflect their moral values. The issues of inclusion, representation and ...

The State of the eCommerce Industry - Canada

"The Canadian ecommerce industry has seen unprecedented growth over the past few years, spiking after the onset of the pandemic, but continuing to maintain steady growth after that initial surge. Consumers had drastically changed their shopping habits, migrating online more frequently to purchase both essentials and non-essentials. After brands have ...

Underwear - UK

"While consumer spending on underwear, nightwear and loungewear will be impacted by the 'cost of living squeeze' and as people reallocate spend to other fashion categories, it will continue to benefit from demand for comfortable items as the shift towards flexible working endures. Growth in the sector will be driven ...

Weight Management Diets - China

"Consumers have established unique rating criteria for an effective weight management product based on their specific goals, and brands will need to focus on finding formulations that are tailored to specific weight management areas. Furthermore, the success of weight management brands that repositioned themselves as big health brands presents an ...

为儿童购买食品饮料的态度 - China

"首份儿童零食标准的发布为儿童食品饮料产品树立了标杆，再加上近来的教育改革旨在促进儿童的整体身心健康，因此，儿童食品饮料市场日益受到资本和企业的重视。如今的家长见多识广且越来越重视健康，面对他们挑剔的目光，品牌的增长机会在于针对儿童日益严重的健康问题推出革新产品，减轻家长对此的担忧，并推出面向不同年龄段儿童的新品，为孩子提供专属关爱。”

– 张辰钰，高级研究分析师

体重管理的饮食习惯 - China

“消费者根据自己的特定目标，为体重管理产品的效果建立了独特的评价标准，品牌需注重探索针对特定体重管理场景的配方。此外，一些体重管理品牌成功转型为大健康品牌，为其他玩家提供了一系列可借鉴的创新，在帮助消费者实现体重管理目标后继续吸引他们的兴趣（如天然食品和健康科技）。”

— 刘文诗，高级研究分析师

空气清新产品 - China

“空气清新产品不再只是清新生活环境空气的家用工具。新冠疫情催生了消费者对杀菌解决方案的需求，使得杀菌宣称成为许多产品必不可少的宣称。展望未来，该品类可以提供更多的益处，如改善情绪健康，以及帮助消费者实现更健康的生活方式。”

— 靳尧婷，高级研究分析师

美容零售 - China

“中国的零售格局持续发展，新玩家与新平台快速兴起。品牌需要有效地运营私域流量，为消费者提供个性化的产品推荐与实用的美容建议，并利用非美容类的信息满足消费者的情感需求，以此维持消费者兴趣并培育其品牌忠诚度。”

— 柴静彦，研究分析师

户外爱好者 - China

“为吸引主流消费者，户外活动体验应让人感到舒适放松，帮助消费者与家人朋友增进感情、释放压力。随着露营/精致露营逐渐发展为一种健康生活方式，这项活动将越来越受欢迎，这也提醒了品牌要在新产品中融入生活方式方面的元素（如手工制作）。小众户外活动的发展潜力巨大。品牌可针对寻求新鲜有趣体验的年轻一代精准营销，社交媒体、流行文化和运动员明星都可作为强有力的工具来吸引年轻消费者。”

— 顾菁，品类总监

纯净美容消费者 - China

“随着越来越多的品牌加入纯净运动，中国纯净美容个护品牌需要跳脱出无添加和环保包装这类将在市场上失去优势的宣称。展望未来，品牌可以提高其包容性，并为关心各项事业的消费者提供切实的价值，从而说服该群体购买。例如，短期内品牌可以转而倡导某些生活方式，尊重消费者的价值观，并对其情绪健康产生积极影响，从而减少消费者的罪恶感和对环保的焦虑。”

菜单洞察 - China

“宵夜正在成为一种慰藉食物。区域菜肴和家常菜可以作为爆点。与此同时，不同时段内零售空间的转变、改变店铺类型以及调整营业时间将成为变革的开端，以应对后新冠疫情时期外卖增加和消费行为的变化。商家不妨推出可以分享的菜品，以此调整菜单设计，更好地服务社交场景。”

— 高屹，研究分析师