

October 2021

Annuities and Income Drawdown - UK

“The market for retirement income products is diverse and, potentially, large. The challenge for providers is to create an environment where pension savers can easily look into all their options and feel confident of their choices, while at the same time develop products that meet the needs of future retirees ...

Attitudes towards Frozen Foods - UK

“The COVID-19 pandemic drove strong sales growth for frozen foods in 2020; however, brands will need to disrupt shoppers’ habitual approach to buying frozen if they are to continue to grow sales in the ‘Next Normal’. Frozen foods with ethical attributes warrant further attention as these attract strong consumer interest ...

Bacon and Lunchmeat - US

“In the pandemic’s first year, with a significant number of consumers and school-aged children at home with few away-from-home food options, bacon and lunch meat saw dramatic increases in sales: 21% in 2020 and another 6% in 2021. Yet, this growth also reflects the strongly established usage patterns of the ...

Breakfast Cereals - UK

“Breakfast cereal brands are working on making as much of their product ranges as possible non-HFSS ahead of the new restrictions in late 2022. As well as supporting healthy diets though, products also need to deliver on taste. More indulgent flavours would encourage more frequent eating of breakfast cereals, including ...

Canadian Lifestyles - Canada

“Exceptional vaccination rates and business reopening across the country have given the Canadian economy a real boost in the arm (pun intended). In fact, spending in the first two quarters of 2021 look similar to pre-

Attitudes towards Cosmetic Surgery - China

“Consumers have a clear understanding of the advantages of cosmetic surgery, including its effective results and long-lasting effects; however, they are still hesitant about going through with it due to safety concerns, with light non-invasive procedures becoming widely accepted compared to more involved surgeries. To cater to the needs of ...

Attitudes towards Pub Catering - UK

“COVID-19 has encouraged consumers to seek out high-quality experiences as well as support businesses in their local area. In order to respond pubs will need to update their menus to include dishes with locally sourced ingredients, premium meals that deliver a sense of occasion and modern sharing platters suited to ...

Brand Overview: Retail - UK

“The coronavirus outbreak and related challenges such as store closures and social distancing measures urged both retailers and consumers to approach shopping with new eyes. While the convenience of ecommerce will continue to resonate with consumers in the longer run, the in-store shopping experience will again be in the spotlight ...

Busy Lifestyles - Brazil

“A large number of Brazilians have been feeling overwhelmed by the increased workload and household chores. As a result, the leisure activities most desired by consumers are taking care of themselves and doing physical activities, which reinforces their greater concern with health and wellbeing.”

– Laura Menegon, Junior Research ...

Cannabis in Food and Drink - US

“Cannabis foods and drinks represent one of the largest opportunities within the cannabis market. Consumer interest spans the seasoned user looking to supplement their routine and the interested non-user who is not

COVID-19 times for many categories. Given this, those who were already saving/investing got the ...

Car Aftermarket - China

“Different from the empiricism that was followed in the past, standardisation and innovation are becoming new focuses of aftermarket services now. In the age of intelligence, standardisation is empowered by scientific definitions, with intelligent equipment providing precise data for car owners to identify car repair and maintenance status, catering to ...

Clean Beauty - Canada

“The expectations surrounding clean brands have expanded considerably from simple formulation claims to now include sustainability and social initiatives. Consumers are seeking brands that are safe to use for themselves, but that will also create a positive impact for the wider world around them. The pandemic prompted many to reprioritize ...

Condiments and Seasonings - Canada

“Canadian eating behaviours have shifted due to COVID-19. Many say they are going through seasonings and condiments more quickly since the start of the pandemic. This makes sense with more meals being prepared at home. That said, high levels of future growth of seasonings and condiments being used in the ...

Consumer Attitudes towards Debt and Credit - UK

“Consumer credit will return to growth in 2021 and will be sustained by pent-up demand in the next couple of years as consumers take the opportunity to make up for cancelled and delayed plans. However, while many households have managed to improve their finances during the pandemic, some of those ...

Consumer Lending - Canada

“The current housing boom across Canada has resulted in record mortgage and consumer lending growth; as the strongest players, the big banks have made record

interested in other formats at all. Dosing is a challenge that presents differently for food and drink, but ...

Center of Store - US

“The shelf-stable and frozen food categories of the center store, long overshadowed by fresh perimeter departments, gained importance and attention in the COVID-19 pandemic as home-bound consumers looked to stock their pantries and freezers. While center store sales overall will inevitably revert to their slow-growth pre-pandemic pattern, retailers and marketers ...

Coffee and Tea Tracker - US

“Year over year, coffee and tea consumption has decreased, driven by at-home consumption. With away-from-home consumption showing a slow rebound, opportunity lies in capturing consumers who are reforming habits. Brands should ensure at-home coffee and tea options feel premium yet convenient, while operators should make sure they have trendy and ...

Connecting with Superfans - US

“Fans across different areas are deeply engaged with their interests to a degree that was not possible before the rise of digital and social platforms. People long for authentic connections within their communities as well as authenticity from the brands they buy. Media, brands and the technology sector have an ...

Consumer Attitudes towards Natural and Organic Food - Ireland

“COVID-19 has made consumers rethink their lifestyles and alter their diets in order to stay healthy, and this has created opportunities in the natural/organic market. Six out of 10 IoI consumers have admitted they think there should be more natural/organic products that can help improve the immune system ...

Contraceptives and Sexual Health - US

“Consumers were sheltered at home for a good portion of 2020, and 2021 was expected to be the year of

profits as new home buyers struggle to buy their first homes. A supply/demand imbalance in housing means that the situation is unlikely to resolve ...

Digital Trends - Fall - US

“The pandemic accelerated adoption of many digital behaviors, and led to consumers purchasing home electronics and entertainment products to improve their home experience. Many new behaviors and habits established during the pandemic will persist beyond widespread vaccine availability and lowering COVID-19 case counts. Understanding these shifts in behaviors will best ...

Esports - UK

“The interest in watching gameplay among Older Millennials has increased significantly across the last year to the point where they are the most likely to live stream themselves playing video games. With the vast majority of esports viewers in the generation also buying gaming equipment from esports events, this highlights ...

Food Storage and Trash Bags - US

“During the pandemic, increased at-home cooking and living has driven demand for storage containers, wraps and trash bags. The category benefits from near universal penetration as consumers seek practical, functional, high-value products to support cooking, food preparation, trash disposal and home organization. Opportunity and innovation lie, however, in engaging younger ...

Fragrance - Brazil

“Brazilian consumers have always been known for the assiduous use of scented products. During the pandemic, they have kept consuming fragrant products as an important part of their routine, either as a complementary stage of hygiene or to help them relax. The use of scented products at home has opened ...

Health Insurance - US

“The pandemic has transformed how providers deliver care to patients, as seen with the proliferation of virtual

reemergence. While new variants spread throughout the globe, a number of adults were still cautious about social engagements, and thus, new sexual activity. The market is expected to increase slightly ...

DIY Auto Maintenance - US

“While most consumers don’t do their own automotive projects, there is an increasing interest in performing smaller, simple projects. Brands and retailers should focus on educational content and highlighting the cost savings from DIY projects to empower and inspire consumers moving forward.”

– **Gabriel Sanchez, Automotive Analyst**

Estilo de Vida Ocupado - Brazil

“Atualmente, um grande número de brasileiros sente-se sobrecarregado em decorrência do aumento da carga de trabalho e das tarefas domésticas. Isso faz com que as atividades de lazer mais desejadas pelos consumidores sejam cuidar mais de si mesmo e praticar atividades físicas, o que evidencia a maior preocupação com a ...

Foodservice Alcohol Trends - US

“The on-premise alcohol market is in a recovery period following the vaccine rollout; yet, the Delta variant’s spread, along with general financial uncertainty, has consumers rethinking their foodservice alcohol expenditures. Moreover, consumers developed new home-based drinking behaviors and routines over the course of the pandemic; these new home drinking behaviors ...

Fresh Grocery Retailing - China

“Continued income growth and a focus on healthy eating will promote the sustainable development of fresh grocery retailing. Amid increasingly fierce market competition, the penetration rate of emerging channels is constantly increasing. At the same time, traditional channels are innovating to attract traffic. Targeting the needs of segments and exploring ...

Healthy Eating Trends - Brazil

“Many Brazilians have tried to adopt healthy eating habits in the last two years. In 2020, the main

care and self-service digital solutions. As consumers continue to expect the same level of on-demand care going forward, providers should continue looking for ways to provide more value so customers obtain better health ...

Hispanics: Feeding the Family - US

“Hispanic parents have two fundamental objectives in their approach to feeding their families; they want to ensure their families eat healthy and they want to please them. As achieving these objectives contributes to strengthening their identity as parents, there are opportunities for brands to help Hispanic moms handle the (sometimes ...

In-salon Hair Services - UK

“In-salon hair services have been a major casualty of the COVID-19 outbreak, with value dropping by 45% in 2020 to £4.3 billion. As their customers have learned to live without them at home, hair professionals will have to embrace this change to survive. Create expert tutorials, personalised products, and ...

Instant, Drip Bag and Pod Coffee - China

“Instant coffee, being as the first cup of coffee among many consumers, has an important role in China’s coffee consumption. Product upgrades around flavour and format help rejuvenate the category by satisfying consumers’ evolving needs. Brands can proactively help consumers sustain their in-home habits since the COVID-19 outbreak as well ...

IP and Licensed Merchandise - China

“With growing confidence and interest in Chinese culture among consumers, Chinese IPs have witnessed decent development by riding the guochao trend. What’s more, mystery boxes, an innovative marketing and sales approach, have opened up a new avenue for IP commercialisation. It is essential that IP creators and operators, both international ...

Lifestyles of First Time Parents - US

motivation was achieving physical and mental/emotional wellbeing, while in 2021 it has been weight management. The economic recession and rising food prices have forced consumers to balance their diet and budget ...

Household Cleaning Equipment - US

“Elevated cleaning frequency during the pandemic naturally benefitted the market, which reached an estimated \$5.6 billion in 2021. The future of the cleaning equipment space will be shaped by innovations around convenience: whether that be saving time or simplifying sustainability.”

Infant Milk Formula - China

“Although the decline of new births is hard to reverse, IMF brands still have chances to secure revenue with premium product innovations in the growing-up milk formula sector in particular, with a focus on upgraded nutrition compositions targeting specific health functions such as gut-friendliness, body development and sleep benefits. “Personalised ...

Insurance - China

“The pandemic has greatly increased consumers’ health awareness and their attention to insurance products. China’s insurance market, especially life insurance, continues to grow after the outbreak. First, policy supervision has set out clear requirements for the transformation of the insurance industry. Second, mature technology provides the necessary support for the ...

IP和授权产品 - China

“随着消费者对中国文化的自信心和兴趣日益增长，中国IP搭乘国潮趋势，取得了长足发展。此外，盲盒作为一种创新的营销和销售方式，为IP商业化开辟了一条新的道路。国内外的IP创作者和运营商必须意识到并理解消费者对IP不断变化的兴趣和态度，并推出能够真正与消费者产生共鸣及联系的产品和体验。”

— 赖江怡，研究分析师

Luxury Accessories - China

“Becoming a parent for the first time is a joyful and amazing experience, but it also marks a sudden and distinct change in lifestyle for new parents. The majority of First Time Parents feel the shift to new parenthood is more challenging than they anticipated and one they were not ...

Marketing to Men - China

“Marketing to men is no longer in a conventional sense highlighting men’s power, but rather empowering men to challenge the prevailing social norms and give themselves the space to adopt new roles and behaviours. In an era of change and new lifestyle trends amid the uncertainty of COVID-19, with gender ...

Mobile Gaming - UK

“Mobile gaming looks set to enjoy another stellar year in 2021, building on the success the sector saw during the peak of the pandemic. Longer term, the impact of faster networks, phones with gaming-centric specs and the growth of cross platform cloud gaming services will build on this momentum and ...

October European Retail Briefing - Europe

A lot has been written over the last 18 months about the rise of ecommerce in the UK. Indeed, there is no doubt that the online channel benefited vastly from both virus exposure fears and enforced time spent at home. In Mintel’s Online Retailing – UK, 2021 Report we saw ...

On-premise Coffee Consumption - China

“Thanks to the recovery of foodservice, on-premise coffee rebounded from COVID-19 quickly with the continued expansion of key players and investment flows in the industry. However, confronting competition from RTD and instant coffee formats, as well as growing product homogeneity in on-premise coffee, to be competitive brands must increase digitalisation ...

Online Marketplaces - US

“Luxury accessories have been the first choice for consumers when gifting and treating themselves in recent years. But consumers’ attitudes and shopping habits are constantly changing. Their purchases have become increasingly rational, and more comprehensive when shopping for brands. They will readily accept products that bring them identity and uniqueness ...

Men's Personal Care - US

“The men’s personal care market has experienced slow yet steady growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. Although certain elements of men’s personal care routines slid a bit as a result of the COVID-19 pandemic, market sales are ...

Multicultural Young Adults and Gaming - US

“There are clear differences among multicultural young adult gamers and their view the gaming industry, with some feeling more accepted and welcome than others. Overall, increasing representation within the industry and improving tolerance online from other players are the biggest needs based on responses from all groups of young adult ...

October UK Retail Briefing - UK

As consumers cut back on their spending on fashion, watches and jewellery during 2020 because of the pandemic, they are now looking to splash out on unique items. Close to a quarter had a bespoke piece of jewellery/watch made, +9 percentage points since the last Report in 2020. There ...

Online Beauty Retailing - US

“The pandemic has impacted consumers’ lifestyles resulting in altered beauty routines and shifts in shopping behaviors. The in-store experience continues to be challenged – consumers are now shopping and engaging online as a choice instead of what initially was a need. Moving forward, the consumer journey will be more blended ...

Payment Methods - Ireland

“At their best, online marketplaces promise consumers an ideal combination of broad selection from a wide range of merchants with the convenience and reassurance of purchasing from a large, established retailer. However, achieving this ideal balance isn’t easy – especially if you aren’t Amazon. As the category matures – with ...

Payment Preferences - US

“The COVID-19 pandemic accelerated many of the shifts that were already occurring within the payment landscape, driving widespread adoption of mobile payment alternatives and broadening the number of payment types that consumers interact with in their daily lives. This sudden leap in digital payment usage has intensified competition to gain ...

Perfumes - Brazil

“Os brasileiros, que sempre foram conhecidos pelo uso assíduo de perfumes, mantiveram esse produto como parte importante de sua rotina, seja como uma etapa complementar de higiene ou para ajudá-los a relaxar. O uso de perfumes em casa abriu espaço para que a categoria de aromatizadores para ambientes ampliasse ...

Pizza - US

“The \$8.1 billion pizza market is expected to grow an additional 1.9% in dollar sales in 2021 as consumers continue to work remotely, navigate economic uncertainty and face cooking fatigue, continuing reliance on convenient and affordable meal solutions. Still, future growth is somewhat stifled as consumers renew their ...

Pub Visiting - UK

“The pub sector has been among the biggest casualties of the COVID-19 pandemic, with pubs forced to close during the three national lockdowns in 2020 and 2021 and operating under restrictions when allowed to open for the remainder of 2020 and long stretches of 2021, when consumers’ reticence about being ...

Restaurant Breakfast and Brunch Trends - US

“The COVID-19 pandemic was the catalyst for a truly transformative period for the way consumers settle bills and pay for goods and services. Alongside a veritable collapse in the use of cash, there was a commensurate increase in the use of contactless payments.”

Peer-to-peer Business Finance - UK

“With simple processes and quick approval times, P2P is likely to remain in high demand and at a time when the UK is facing a looming debt crisis, investors will seek out more favourable non-bank returns – presenting a major opportunity for P2P lenders. Additionally, P2P business lenders will be ...

Pet Food - UK

“Cat and dog food’s sales growth was accelerated by the COVID-19 outbreak thanks to rapid growth of the cat and dog population, the premiumisation trend and growth of treats and snacks. The various aspect of pets’ holistic wellbeing pose the biggest opportunities and threats for the market, from helping owners ...

Processed Poultry and Red Meat Main Meal Components - UK

“The boost to processed meat/poultry meal components due to COVID-19 has been short-lived. The growing meat reduction trend fuelled by increased focus on health and the environment for many poses a pressing threat to the market. Drawing attention to the essential nutrients these foods can provide can help to ...

Renewable Energy - UK

“While the UK has made good progress on decarbonising the UK electricity supply sector, significant investment in the whole system infrastructure will be required over the coming decade in order to progress towards net zero while ensuring security of supply.

This will entail increasing the role of renewables (predominately wind ...

Seasonal Shopping (Spring/Summer) - UK

“After a tricky year, as consumers begin to return to more out-of-home, impulsive and on-the-go occasions, operators can take on a larger role in helping diners to navigate each day while also establishing new rituals. Many breakfast (and lunch) occasions are up for grabs, making this a good time for ...

Seasonal Spending Habits (Autumn/Winter) - Ireland

“COVID-19 continues to cause Irish shoppers concern, but with greater financial health among consumers in 2021 and consumers overall feeling less threatened by the pandemic, seasonal spending, particularly for Christmas, is likely to improve in 2021 compared to 2020.”

– **Brian O’Connor, Senior Consumer Analyst**

Spa, Salon and In-store Treatments - UK

“Professional beauty services faced a tough year in 2020, witnessing a 40% value decline to £4.8 billion. With venues obligated to close during lockdowns and operating on reduced capacity in between, treatment frequency was impacted. The full reopening of the sector in the second half of 2021 bodes well ...

Sporting Goods Retail - US

“The pandemic took an industry on the decline and launched it to record breaking growth. Brands and retailers are setting new revenue records and looking to expand with new locations and offerings, such as new immersive in-store experiences and improved cross-channel shopping options, to capitalize on the new demand. While ...

Sugar Confectionery - China

“Sugar confectionery production has slowed down due to sugar control guidance and consumers’ increased health consciousness. Nevertheless, functional candy offers potential for manufacturers to tap into. Jelly candy with natural fruit juice may help products stand out. Meanwhile, flavours and mouthfeel are still key factors for consumers when it comes ...

“Spending for spring/summer seasonal events in 2021 returned to growth despite the pandemic impacting celebrations for a second year running. During the pandemic, seasonal events have become more meaningful, with consumers relying on digital and online tools to stay connected during lockdowns. This year the way consumers shopped for ...

Smart Home Devices and Systems - Canada

“The smart home market continues to evolve with new concepts and a greater array of products available. However, it faces barriers to ownership such as cost, security concerns and a lack of operational knowledge. Newly established digital behaviours due to COVID-19 should help drive adoption of smart home devices that ...

Spending Habits in Lower Tier Cities - China

“Consumers in lower tier cities have demonstrated significant improvement in consumer confidence and spending power, and have not shown compromise in quality of life even under the impact of the COVID-19. Whether it is home life, or sports and fitness, their pursuit of technology and intelligence, fashion and trend is ...

Sports Participation - UK

“Sports participation will benefit from a COVID legacy of heightened interest in physical and mental health but the future of many facilities will be threatened by capital investment shortages and a shift in consumer preference towards home-based activity.”

– **David Walmsley, Senior Leisure Analyst**

Tea and Other Hot Drinks - UK

“Tea and other hot drinks have benefited from the uptick in at-home food and drink occasions brought about by the COVID-19/coronavirus outbreak. While standard black tea looks set to face continued pressure from ever-growing competition, the focus on health puts herbal tea in a strong position to appeal thanks ...

Tendências em Alimentação Saudável - Brazil

“Uma grande parcela dos brasileiros tem buscado adotar hábitos alimentares saudáveis nos últimos dois anos de pandemia. Tendo como principal motivação em 2020 o bem-estar físico, e mental/emocional, seguido por um crescimento, em 2021, do cuidado com o peso. A recessão econômica e a alta dos preços dos alimentos ...

The Media Landscape - US

“Whether they are watching, listening or reading, American adults love media. The pandemic accelerated the use of digital media. Ad-free streaming services can make reaching target audiences challenging with traditional advertisements, but there are opportunities for marketers to employ more innovative campaigns that reach consumers across channels and generate positive ...

Trending Flavors and Ingredients in Protein - US

“Proteins are center of the plate influencers: their flavors drive the side dishes paired around them for nearly half of consumers. And while many agree that flavor in value-added meats is worth the extra cost, the majority of consumers do not. Value-added flavor innovation is a great start to connecting ...

Value-conscious Consumer - US

“Retailers should view every consumer as value-conscious and work to understand the different dimensions of value to best serve customers’ varying needs and motivations. Essentially, everyone appreciates a good deal, and some shoppers will go to great lengths to find one. Retailers who consistently offer affordable prices and flexibility will ...

Western Spirits - China

“The spirit market is recovering with unprecedented speed after the pandemic, consumers’ willingness to drink is driven by not only post-lockdown compensatory spending but also by ever adapted trendy lifestyle. Consumers are embracing multiple drinking occasions, which provide companies opportunities to go bolder in both flavour innovation and creative engaging ...

个人保险 - China

The BPC Purchase Journey - UK

“The BPC purchase journey is becoming less linear and more complicated, with consumers researching brands and products across multiple touch points and buying products from a broader range of channels than ever before. However, consumers are craving an easier path to purchase. As a result, retailers that educate consumers and ...

The Vitamins, Minerals and Supplements Shopper - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

Urban, Rural and Suburban Lifestyles - US

“Urban, suburban and rural consumers already had different desires and challenges heading into the pandemic; COVID-19 has upended life in many ways for each group. As the country enters deeper into the vaccine phase of the pandemic, brands should be paying attention not only to how COVID-19 has left its ...

Visitor Attractions - UK

“The pandemic is likely to leave a permanent legacy for attractions. There is strong consumer support for retaining some of the COVID safety measures, for capping visitor numbers and for mandatory pre-booking. Most people expect outdoor attractions to remain more popular than indoor.”

Wine - US

“As a mainstay of consumers’ alcohol repertoires, wine was able to reach those eager to reacclimate to on-premise drinking, as well as those who continued to primarily drink at home in 2021. The wine category has rebounded from 2020 dollar losses, though it did so in the context of overall ...

低线城市：消费热点研究 - China

“新冠疫情极大地提高了消费者的健康意识，也增强了消费者对个人保险产品的关注。后疫情时代，中国的保险市场，尤其是人寿保险市场将继续增长。一方面监管政策为保险行业的转型提出了明确要求。另一方面，成熟的科技为行业转型提供了必要支持。‘保险科技’正在重新定义保险行业。未来，随着消费者需求变得更加多样化，家庭组合保险将成为重要趋势。”

— 张鹏俊，研究分析师

外卖咖啡 - China

“得益于餐饮服务的复苏，外卖咖啡得以从新冠疫情中快速反弹，重点企业持续扩张，资本不断流入该市场。然而，面对来自即饮咖啡饮料及速溶咖啡形式的竞争，加上外卖咖啡产品日益同质化，若欲成为有竞争力的品牌，就必须加强数字化与标准化，并优化店内体验，以提升便利性、可及性和声誉，并积极加强社交属性。”

— 黄梦菲，研究分析师

对医美的态度 - China

“消费者清楚认识到医美的优势，包括成效显著和效果持久。然而，出于安全考虑，她们对做医美项目仍犹豫不决。相比更复杂的手术，无创轻医美逐渐被广泛接受。为迎合护理术后敏感皮肤的需求，商家可以考虑打造专业且值得信赖的品牌形象，将产品与具体项目方案挂钩，这应当能够满足消费者的术后恢复需求。”

— 靳尧婷，高级研究分析师

生鲜零售 - China

“消费者收入持续增长并关注健康饮食，这将推动生鲜零售可持续发展。在日益激烈的市场竞争中，新兴渠道渗透率不断提高。与此同时，传统渠道积极创新以吸引流量。零售商可以瞄准细分需求、探索子品类机会，从而迎来新的增长点。”

— 姚镛妍，研究分析师

糖果 - China

“低线城市消费者的消费信心和消费能力改善明显，即使在疫情影响下，他们也未表现出在生活质量上的妥协。无论是居家生活，还是运动健身，他们对于科技智能、时尚潮流的追求毫不亚于大城市消费者。低线城市的年轻消费者更期待品牌通过开展具有独特性、专属感的创新体验，为其带来更多社交话题。融合文化、IP等元素的泛娱乐体验可以帮助品牌打通营销边界，创造出更多新的营销场景和消费热点。”

— 甘倩，研究分析师

奢侈品配饰 - China

“近年来，奢侈品配饰一直是消费者送礼和犒劳自己的首选。不过，消费者的态度和购物习惯在不断变化：购买决策变得越来越理性，在选购品牌时也会进行更全面的考虑。消费者会欣然接受能带给他们身份认同和独特性的产品，即使购买二手奢侈品也会如此，因为他们希望在自身与品牌和产品之间建立更深刻的连结。”

— 董文慧，研究分析师

汽车后市场 - China

“不同于以往的经验主义，如今，标准化、创新化正成为售后服务中新的发力点。智能化时代下标准化被赋予更加科学的定义，智能设备可以为车主判断汽车维保状况提供精准的数字依据，以此满足车主的安全保障感。而安全保障感还体现在创新化服务方面，越来越多的品牌洞悉到车主差异化的售后服务需求，例如推出会员制来为会员车主提高服务时间效率等。后疫情时代下，品牌更需要努力打造安全有保障的品牌形象。”

— 袁淼，研究分析师

男士营销 - China

“男士营销不再以传统的方式突出男性力量，而是赋权男性，挑战现有的世俗观念，给自己接受新角色、新行为的空间。当下，新冠疫情的不确定因素仍然存在。在这个充满变化与全新生活方式的时代，性别定型论日益受到质疑与挑战。与以往任何时候相比，男性消费者现在更渴望通过品牌的价值理念来展现自己多层次的新身份和新品味。营销人员不应将男性消费者的理性与感性视作是两种对立的、不相关的因素，而应认识到关键在于要从将两者结合的角度去理解男性消费者的社会与文化需求，避免在认知上带有性别定型的成见。”

— —王慧蓉，品类总监

美容仪器 - China

“控糖方面的指导发布以及消费者的健康意识增强导致糖果的生产放缓。尽管如此，功能性糖果仍可为生产商带来商机。含天然果汁的凝胶糖果或将帮助产品脱颖而出。与此同时，风味与口感仍是消费者购买糖果时的关键考虑因素。”

西方烈酒 - China

后疫情时期，烈酒市场正在以前所未有的速度复苏，消费者的饮酒意愿受两大因素驱动——一是居家防疫之后的补偿性消费；二是紧跟流行的生活方式。消费者正在拥抱多种饮用场合，企业可以借此推出更加大胆的创新口味和创意推广活动，从而吸引新的消费者。同时，尽管白兰地和威士忌在中国市场的发展历史较长，但琴酒/金酒凭借其独特性，成为了中国市场上冉冉升起的一颗新星。”

配方奶 - China

“虽然新生儿数量下滑的情况难以逆转，但婴幼儿配方奶品牌仍有机会通过聚焦成长配方奶品类的高端产品创新，以及侧重针对特定健康功能（如对肠道友好、促进身体发育和助眠等功效）的营养强化以保障营收。婴幼儿配方奶品牌可发掘“个性化营养”领域的潜力，以进一步提升差异性和竞争力，进而赢得更多市场份额。”

“由于消费者希望靠美容仪器解决特定的皮肤问题，她们对美容仪器的需求因此有所增长，这使得去年各种产品类型的使用率上升。其中，洁面仪及补水保湿仪等基础产品的用户群增长最明显。这表明，消费升级并非美容仪器市场的唯一趋势，因为消费者在使用美容仪器时，已变得更理智和实际。为了进一步吸引新消费者，品牌必须提供个性化的解决方案，以证明产品的有效性和安全性，如提供材质安全报告等。”

— 蒋亚利，高级研究分析师

速溶，挂耳，胶囊咖啡 - China

“速溶咖啡是许多消费者‘第一杯咖啡’的启蒙选择，在中国咖啡消费中扮演重要角色。围绕风味和形态的产品升级可满足消费者不断演变的需求，并为该品类注入活力。品牌可主动帮助消费者保持自新冠疫情以来培养的居家消费习惯，并通过创新风味和有趣的调配方式创造新的饮用场景。同时，随着消费者对环境问题愈发关注，品牌需在推出新颖包装之余减少对环境的影响，并树立道德品牌形象。”

— 鲁睿勋，高级研究分析师