

June 2020

Attitudes about Cannabis and CBD: Incl Impact of COVID-19 - US

"Consumer attitudes towards legal cannabis – including legalization and use – are trending positively over the last four years. COVID-19 has brought significant changes to the daily lives and routines of consumers and will help shape how consumer attitudes continue to evolve. Products positioned towards health and wellbeing are in ...

Beverage Packaging Trends: Incl Impact of COVID-19 - US

"The US non-alcoholic beverage market remains crowded, with steady waves of new products vying for consumer attention in all channels. Product packaging plays a leading role in this battle, yet one that most consumers do not recognize as an important part of their choice."

- Eric Wenner, Associate Director

Buying Insurance: Incl Impact of COVID-19 - Canada

"Societal health scares are generally good news for insurance sales as the fear factor spurs consumer demand for life and health protection. The closure of physical locations due to lockdowns has increased digital and phone contact while also giving insurance companies and brokers/agents time to reflect on how to ...

Cleaning the House: Incl Impact of COVID-19 - Canada

"COVID-19 has placed a spotlight on the importance of hygiene and household cleaning, elevating the significance of cleaning products. Cleaning products now offer an element of control and some peace of mind in an ever-changing, unpredictable situation. The shifts in cleaning priorities made by consumers to fight this pandemic are ...

Convenience Stores: Inc Impact of COVID-19 - UK

B2B Economic Outlook: Inc Impact of COVID-19 - UK

"The COVID-19 lockdown will see household expenditure on energy increase in 2020. While consumption is up, wholesale energy prices have collapsed amid the pandemic. This is pushing down the cost of new deals which means households are able to make greater savings by switching to a cheaper tariff. This would ...

Bodycare and Deodorant: Inc Impact of COVID-19 - US

"Prior to COVID-19's arrival to the United States, the bodycare and deodorant market was expected to experience higher levels of growth in 2020 than in previous years, largely due to consumers' elevated interest in natural and premium deodorant offerings. However, with more Americans practicing social distancing and working from home ...

Car Finance: Inc Impact of COVID-19 - UK

"The car finance sector has experienced challenges for the last few years, but previous difficulties pale in comparison to the threat posed by COVID-19 in the short and medium term. The crisis will affect consumers and businesses for years to come, accelerating structural changes in terms of sustainability and profitability ...

Consumer Snacking Habits - Ireland

"Irish consumers are stocking up on shelf stable goods in response to COVID-19 and with more consumers spending time at home, they are seeking affordable indulgence with comfort foods including sweet and savoury snacks witnessing a boom. However, better-for-you is gaining ground and as lockdown eases, priorities are shifting as ...

Cuidados com a Pele do Rosto: Incluindo Impacto da COVID-19 - Brazil

“The shift to localised shopping during the peak of COVID-19 will have benefited the convenience sector, driving larger-basket demand and sales as consumers necessarily shopped more in their local communities. Longer term the importance of c-stores within these communities will only be reinforced, presenting opportunities for convenience retailers to tap ...

Dairy Alternatives: Incl Impact of COVID-19 - US

“Once serving only a niche audience comprised of those who avoided dairy due to allergies or a vegan diet, dairy alternatives have seen tremendous growth in recent years, and are now used by adults across the dietary spectrum. Consumers have more choices than ever before, and long-time players are challenged ...

European Retail Briefing: Inc Impact of COVID-19 - Europe

“The COVID-19 pandemic continues to impact consumer behaviour, creating many challenges for retailers in a variety of sectors. As non-essential stores gradually reopen in most European countries while having to enforce social distancing in-store, there are a number of opportunities for retailers to partly offset the decrease in sales they ...

Facial Skincare: Incl Impact of COVID-19 - Brazil

“Facial skincare is a growing category in Brazil, with consumers continuously aware of the importance of taking care of their facial skin. During the COVID-19 pandemic, consumers found in the use of beauty products a way to cope with tension while expanding their self-care rituals and adding more products to ...

Frequent Travel Programs: Incl Impact of COVID-19 - US

“The challenges faced by frequent travel program providers are magnified by the COVID-19 pandemic. Currently, adults are limiting travel, diminishing their ability to accrue loyalty with their FTPs. Furthermore, the economic ramifications of the pandemic cast into

“Os brasileiros estão cada vez mais conscientes sobre a importância de cuidar da pele do rosto, e a categoria promete crescer durante e após a pandemia provocada pela COVID-19. Além dos benefícios de beleza, a demanda por produtos que evoquem experiências indulgentes promete nortear os desenvolvimentos futuros da categoria.” ...

eCommerce Behaviors: Gen Z vs Millennials: Incl Impact of COVID-19 - US

“Gen Z and Millennials are similar in many ways: they are digital natives who enjoy the online experience; they expect brands to leverage technologies to meet their specific needs; they hold brands accountable for their actions. Online, Gen Z and Millennials prioritize different value-added offerings from brands as they navigate ...

Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19 - US

“The rush to online shopping amid the pandemic is boosting the already solid growth of grocery ecommerce. While some shoppers who shifted more of their grocery dollars online to minimize exposure to the virus will be eager to get back to the store as a way to regain a sense ...

Foodservice Loyalty: Incl Impact of COVID-19 - US

“Restaurant business is severely negatively impacted by the ongoing COVID-19 crisis, and while restaurant loyalty won't be enough on its own to keep restaurants in business, companies will still need to strategically leverage existing loyal customers to help grow now-essential off-premise business as well as refill their dining rooms in ...

Gambling Review: Inc Impact of COVID-19 - UK

“The resilience of online activity is limiting the gambling market's overall value losses during the COVID-19 crisis, but the retail segment has been badly hit by the lockdown and remains vulnerable to a prolonged post-pandemic recession despite being well-placed to manage

doubt the ability to pay for travel once Americans have a place to ...

Garden Products Retailing: Incl Impact of COVID-19 - UK

“Garden product retailing continues to evolve with the loss of market leader, Wyevale, from the garden sector being balanced out by the expansion of a number of other aspirational chains such as Dobbies, British Garden Centres and Blue Diamond. Going forward those operating outside of the horticulture market continue to ...

Impact of COVID-19 on BPC - Brazil

“Brazilians were always worried about their hygiene habits, so it’s no surprise that, after the COVID-19 outbreak, those habits are being kept. Having higher awareness of their emotional wellbeing, consumers are looking for products that help them achieve a greater sense of mental wellbeing, a benefit that can be delivered ...

Impacto da COVID-19 em Alimentos e Bebidas - Brazil

“O surto de COVID-19 causou grande impacto na categoria de alimentos e bebidas. O agravamento da crise econômica vem levando a indústria e consumidores a encontrar maneiras criativas de se adaptarem à nova realidade, o “próximo normal”, em que os consumidores não são apenas limitados por seus orçamentos, mas também ...

Juice and Juice Drinks: Incl Impact of COVID-19 - US

“Juice has been going through an identity crisis of sorts, which has put the category in a tough spot. Products tend to toe the line between healthy and indulgent without committing to either position, leaving consumers confused and disengaged. While it’s been relegated to very specific consumption occasions as a ...

Marketing to Black Millennials: Incl Impact of COVID-19 - US

social distancing and offer the interaction and escapism people ...

Ice Cream and Frozen Treats: Incl Impact of COVID-19 - Canada

“Regardless of the innovation in ice cream, the category’s success rests on a timeless and fundamental principle, which is to provide enjoyment. During the COVID-19 outbreak, this central tenet may be more important than ever and will remain so in the near term.”

Impact of COVID-19 on Food and Drink - Brazil

“The COVID-19 outbreak has greatly impacted the food and drink category. The worsening of economic conditions pushes both the industry and consumers to adapt to the next normal, where consumers are not only constrained by their budgets but are also more critical and informed about food choices. Consumers have been ...

Impacto da COVID-19 em Produtos de Beleza e Cuidados Pessoais - Brazil

“Os brasileiros sempre se preocuparam com seus hábitos de higiene. Não é surpresa, portanto, que esses hábitos tenham sido mantidos após o surto de COVID-19. Tendo maior consciência de seu bem-estar emocional, os consumidores estão procurando produtos que os ajudem a alcançar uma maior sensação de equilíbrio nessa área, algo ...

Leites e Bebidas Vegetais: Incluindo Impacto da COVID-19 - Brazil

“Item de primeira necessidade, a categoria de leites vem sofrendo menos os impactos negativos da pandemia de COVID-19. Já as alternativas ao leite, a base de vegetais, em geral mais caras, terão seu crescimento diretamente impactado pela crise econômica agravada pela pandemia. Além do preço, a preocupação com a saúde ...

Marketing to Gen Z: Incl Impact of COVID-19 - Canada

“Black Millennials are at a crossroads in their lives – they have made some positive strides in their lives in terms of their educational attainment and have achieved some comforts, while others are still in the process of forging a path to success even though they face systemic roadblocks that ...

Marketing to Hispanic Millennials: Incl Impact of COVID-19 - US

“COVID-19 has been very disruptive to Hispanic Millennials. The fact that the majority of Hispanic households experienced some loss of income likely had an even greater negative effect on Hispanic Millennials’ path toward feeling successful and having the material assets to prove it. Despite the setback, Hispanic Millennials’ future is ...

Marketing to Millennials: Incl Impact of COVID-19 - US

“Fate has not favored Millennials – hitting them first with the Great Recession as the oldest were starting careers and again with a pandemic just as some were finding stability. Most want the consistency of homeownership and employment benefits, but those goals are out of reach for some. Nevertheless, many ...

Mobile Phones: Inc Impact of COVID-19 - Ireland

“COVID-19 in the short term has likely helped to boost overall usage of smartphones as the need to keep in touch with loved ones via chat apps and social media during the lockdown will have helped to drive usage. However, with most consumers forced to stay at home, it may ...

Natural and Organic Toiletries: Inc Impact of COVID-19 - UK

“Demand for natural/organic BPC has been boosted by the clean movement, which will be accelerated by the COVID-19 outbreak. As consumers are taking more notice of BPC ingredients because of concerns around safety, brands have responded with an emphasis on free-from claims. However, the COVID-19 outbreak will leave health-conscious ...

“The COVID-19 outbreak will be a truly unifying experience for adult Gen Zs, particularly 21-25s, given they likely face more severe financial setbacks to establishing their futures. Companies across all categories will need to find ways to best set up the Gen Z cohort for success amid this unstable foundation ...

Marketing to Middle Americans: Incl Impact of COVID-19 - US

“Middle Americans are an advantageous consumer target for brands and marketers, having decent discretionary spending power and an optimistic outlook on their future financial situation. Falling in between the economically limited Lower Tier consumer and the more affluent Upper Tier consumer, Middle Americans represent the average American with moderate income ...

Milk and Milk Alternatives: Incl Impact of COVID-19 - Brazil

“As milk is an essential item, the category has been suffering less from the negative impacts of the COVID-19 pandemic. On the other hand, milk alternatives, which are generally more expensive, will be more affected by the economic crisis caused by the coronavirus outbreak. In addition to price, health concerns ...

Music Festivals - China

“Music festivals are not likely to see rebound of attendance when offline live music performances resume, given that consumers will deprioritise live performances in leisure time. Music festival operators will need an overhaul of business strategy for sustainability in the long-run. This cannot totally be attributed to the outbreak of ...

Non-Chocolate Confectionery: Incl Impact of COVID-19 - US

“Household penetration of non-chocolate confectionery has dipped, with consumers citing a desire for sugar and calorie reduction as leading factors driving reduced consumption. COVID-19 should provide a buffer against sales stagnation, as uncertain times benefit categories that provide familiarity and affordable pleasure. However, a longer view needs to be taken ...

Oil Change Retail: Incl Impact of COVID-19 - US

"As US consumers continue to grapple with the affects felt by COVID-19, the oil change industry watches as it remains largely unaffected – and even insulated from the global pandemic. Regardless of vehicle cost, size, type or towing capacity (save for electric vehicles) consumers cannot avoid getting their vehicle's oil ...

Private Healthcare: Inc Impact of COVID-19 - UK

"Based on the assumption that the number of coronavirus cases and hospital admissions in the UK continues to fall, 2021 will see a rebound in the private acute healthcare market as the backlog of treatments and surgeries not carried out in light of the pandemic will be rescheduled and spill ...

Saving and Investing for Children: Inc Impact of COVID-19 - UK

"While many parents are on a tight budget or struggling financially as a result of the COVID-19 lockdown, there are also those who have fewer draws on their disposable income, due to the curtailment of social and leisure pursuits. There is an opportunity for providers of children's savings products to ...

Tea Drinks (Incl Impact of COVID-19) - China

"The growth rate of the RTD tea drinks market has slowed in recent years under pressure from other drinks categories (such as RTD coffee), however the market has kept expanding at a steady pace. Premium teabags characterised by whole tea leaves, added functional herbs or botanicals have become attractive to ...

Teen and Tween Gamers: Incl Impact of COVID-19 - US

"With nearly every teen and tween playing video games on some device, gaming is not only an activity for kids; it's culture. COVID-19 kept many kids inside, giving them more time to dive into their digital worlds. As

OTC Pain Management: Incl Impact of COVID-19 - US

"During the COVID-19 pandemic, consumer wellbeing and day-to-day routines have been challenged. More adults staying home for their own safety may result in a less active population. Additionally, uncertainty about the future has increased feelings of stress and anxiety. These physical and mental factors can cause heightened pain incidence among ...

Restaurant Marketing Strategies: Inc Impact of COVID-19 - US

"The COVID-19 pandemic means it's anything but "business as usual" for operators. Restaurants had to pivot on the fly with operations and messaging tactics relevant to consumer needs in the moment. Looking ahead, restaurants should continue communicating messaging around food quality, menu innovation, safety/sanitation, and support for their employees ...

Smartphones: Incl Impact of COVID-19 - US

"After relatively stable sales over the past five years, COVID-19 is disrupting purchase plans by prospective smartphone shoppers, and the market is expected to sharply decline in 2020. However, outside of medium-term delays to purchasing, COVID-19 is unlikely to result in a longer-term material change when it comes to sales ...

Tech Habits of Gen Z: Incl Impact of COVID-19 - Canada

"Gen Z is a unique generation that is growing its purchasing power each year. Millennials were a focus for years, but their upbringings were more similar to Gen X than Gen Z. Thanks to the rapid innovation taking place in the mid-2000s, Gen Z's young lives have been unlike any ...

The Connected Home: Inc Impact of COVID-19 - UK

"Voice-controlled speakers continue to be the fastest-growing smart home product and consumers had greater incentive to buy smart displays during the early stages of the COVID-19 lockdown. People show high interest in smart security, and focusing on their

gaming continues to grow and become ingrained in mainstream pop culture ...

The Impact of COVID-19 on BPC - UK

“The COVID-19 outbreak will drive significant loss in value for the beauty market in 2020 as the lockdown period has not only limited retail sales, but has also affected usage habits. Whilst some categories such as skincare will see growth, this won't be enough to offset losses in other sectors ...

The Impact of COVID-19 on Food and Drink - UK

“The pandemic has created huge challenges for the food and drink industry, but it has also been the catalyst for huge opportunities. These are both immediate with many businesses thriving from agilely adapting to new consumer needs and in the long-term as the crisis will leave a number of lasting ...

The Impact of COVID-19 on Foodservice - UK

“Prior to COVID-19 the foodservice sector had taken steps taken to premiumise the eating/drinking out experience to realign with the habits and preferences of today's young consumers, including their desire for alternative cuisines and their moderation of alcohol. This need to premiumise will now be accelerated, not just because ...

The Impact of COVID-19 on Grocery Retailing - Canada

“Quick action like the implementation of safety barriers, reassuring communications about keeping shelves stocked, supporting seniors led the grocery sector to shine as a true partner in supporting the community at large in the early days of the COVID-19 outbreak. This sets a solid foundation for grocers to continue being ...

The Impact of COVID-19 on Household, Home Care and Personal Care - US

potential to aid easier deliveries can help demonstrate their value for everyday ...

The Impact of COVID-19 on Financial Services - UK

“COVID-19 will cause many financial services categories to contract in 2020 as opportunities for sales have been severely restricted and consumer confidence has been rocked. However, many categories remain essential so should recover well in the long term. Greater awareness of their financial vulnerabilities could lead consumers to take a ...

The Impact of COVID-19 on Food and Drink Retailing - US

“Few industries have been more closely entwined with the COVID-19 pandemic than food and drink retailing. In mid-March as the crisis quickly escalated, consumers flocked to supermarkets to stock up on groceries and other essentials, stressing the supply chain and emptying shelves in many staple categories. Since then grocery retailers ...

The Impact of COVID-19 on Foodservice - US

“Restaurants are in the business of bringing people together, making it even more difficult for operators to weather this storm. Pre-COVID-19, restaurant industry sales were set to outpace at-home food spending, new restaurants were opening at a rapid pace and operators were challenged by a labor shortage to find and ...

The Impact of COVID-19 on Household Care - UK

“2020 will prove to be a remarkable year for most household care categories, as they benefit from hygiene concerns and long periods of social distancing. While these concerns will linger into 2021, offering opportunities in the short term to promote efficacy, the next step is to safely navigate a recession ...

The Impact of COVID-19 on Leisure and Entertainment - US

“While the future of the US and global economy remains unclear, we should not expect that the resolution of the COVID-19 pandemic will be a return to 2019 reality. Many players are understandably focused on reacting to short-term challenges and demands presented by the circumstances, such as meeting the consumer ...

The Impact of COVID-19 on Media and In-home Entertainment - UK

“Reflecting the diverse nature of the sector, COVID-19 has had a dramatically different impact on different media markets. High demand for in-home entertainment has seen video subscriptions surge, although the market is now facing the looming issue of an absence of new content. Usage of social media and online news ...

The Impact of COVID-19 on Retail and Ecommerce - UK

“The COVID-19 outbreak is an unprecedented event which has far reaching ramifications for the retail landscape. It will accelerate the underlying trends of the past decade: greater online penetration, physical space consolidation and, unfortunately, business failures. However born alongside this will be a greater appreciation for the importance of the ...

The Impact of COVID-19 on Technology - UK

“The boom in use of videoconferencing services has been the highest profile example of consumers turning to tech to fulfil a lockdown-driven need, and the sector is likely to see continuing competition between the major services even after lockdown is lifted. Although people will no longer be as reliant on ...

The Impact of COVID-19 on the Consumer Relationship with Financial Services - US

“The impact of COVID-19 has shaken quite a few industries to their very core. Some will be fundamentally changed going forward, while others will, in the longer term, eventually return to normal working order.

“During the stay-at-home period, out-of-home activities were not an option for most consumers, which gave in-home leisure alternatives a chance to thrive. Activities that typically involve on-site experiences, such as visiting museums and working out at fitness facilities, also found clever ways to shift to digital options for their members ...

The Impact of COVID-19 on Out-of-home Leisure - UK

“COVID-19 will inflict severe damage to the out-of-home leisure industry over the next few years, whilst sectors that were already struggling, such as nightclubs, may never fully recover. However the crisis will also prove to be the catalyst for the launch and development of more digital services that allow consumers ...

The Impact of COVID-19 on Retail and Ecommerce - US

“While COVID-19 has wreaked havoc on the retail industry and economy at large, retailers can still look for – and capitalize on – opportunities to connect with their current customers or welcome new ones. There are a number of factors consumers will be looking for from retailers and brands now ...

The Impact of COVID-19 on Technology - US

“Technology has enabled consumers to bridge the physical distance imposed by COVID-19. It will undoubtedly accelerate the use and reliance on digital services and consumer electronics, and lead to new innovations.”

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

The Impact of COVID-19 on Travel - UK

“COVID-19 will redefine the holiday market, not only in terms of the continuing threat to health and the associated requirement for social distancing, but also the impact of the inevitable recession. Whilst holidaying will remain one of Brits’ main priorities, the way in which they holiday will change. People will ...

Similar to the effect on ecommerce in 2003 with the SARS outbreak, this pandemic has had ...

The Natural Household Consumer: Incl Impact of COVID-19 - US

"Natural household products have been the fastest-growing segment of the household market. Yet the COVID-19 pandemic has given greater importance to mainstream disinfectants while increasing overall consumer engagement with the category. Both mainstream and natural brands have an opportunity to leverage this shift for future growth."

UK Retail Briefing: Inc Impact of COVID-19 - UK

"On June 15 all non-essential retail stores within the UK will once more be allowed to open their doors, subject to strict regulations. We estimate the lockdown, and the closures of non-essential stores will have cost the retail sector some £21.7 billion between March and June 2020, and with ...

Winter Holiday Shopping: Incl Impact of COVID-19 - US

"A recession and the continuing threat of COVID-19 will have a major impact on how people shop for the winter holidays this year. Many consumers will scale back spending to focus only or mostly on the essentials. They will also choose where and how to shop based on how concerned ...

音乐节 - China

"线下现场音乐演出重启后，音乐节的上座率很难迎来反弹，因为现场表演在消费者的休闲时间安排上优先级降低。为了音乐节的长期可持续发展，音乐节运营商将需要全面“复盘”商业策略。这不能完全归咎于新冠疫情，因为许多挑战在疫情前早已存在。

音乐节运营商可考虑重设音乐节定位，将其设定为有助于提升家人或朋友间的亲密度、放松又有趣的假日活动，目标消费人群可延伸至有孩子的家庭。

由于音乐是广受青睐的休闲爱好，音乐节作为以音乐为灵感的休闲活动仍可为营销目的服务。英敏特认为，音乐节

Trending Flavors and Ingredients in Protein: Incl Impact of COVID-19 - US

"Even before the events of 2020, consumers were looking for versatility and variety not only from the proteins they consumed, but the recipes, flavors and ingredients used in the preparation process. Months into the pandemic, food and drink spending remains focused on at-home meal occasions and will likely stay there ...

Underwear: Inc Impact of COVID-19 - UK

"As online shopping for underwear increases and the shift away from stores outlasts the COVID-19 outbreak and creates a longer lasting legacy, retailers will need to invest more heavily in digital fitting technology to help women more easily buy the correct fit and shape of bras online. Many of the ...

茶类饮品 (含新冠疫情分析) - China

"近年来，由于遭遇来自其他饮料品类（如即饮咖啡）的压力，即饮茶饮料市场的增长有所放缓，但仍以稳定的步伐不断扩张。高端袋泡茶以完整茶叶、添加功能性草本或植物成分为特点，越来越吸引女性饮用者和高收入人群，保障了这一细分市场未来的市场增长。英敏特预测，为回应新冠疫情之后消费者对新鲜、营养和便捷茶类饮品体验日益增长的需求，更多利用高端加工工艺或保存方法的功能性宣称、清洁标签和产品将会涌现，帮助该品类回应市场对营养的需求，摆脱新冠疫情的短期影响。"



特别适合营销高科技产品，因为两者有许多共通之处。

— 赵凌波，高级研究分析师