

August 2020

Adult Social Care: Inc Impact of COVID-19 - UK

“Despite the recent tragedies associated with the pandemic, market drivers remain strong as the imbalance between supply and demand for social care services will only steepen in the forthcoming years. The pandemic will result in some long-term changes in how care is delivered and has highlighted the need for new ...

Atitudes dos Homens com Produtos de Beleza e Cuidados Pessoais: Incluindo Impacto da COVID-19 - Brazil

“Os homens brasileiros têm uma rotina simples de cuidados pessoais, mas são motivados a comprar produtos que tenham benefícios com eficácia clínica comprovada. Em função da pandemia causada pela COVID-19, esses consumidores têm adotado um perfil mais moderado de consumo, principalmente devido ao impacto financeiro causado pelo agravamento da recessão ...

Attitudes towards Premium Alcoholic Drinks: Inc Impact of COVID-19 - UK

“Sales of alcoholic drinks have been hit hard by the COVID-19 pandemic, and encouraging consumers to pay more for drinks will be challenging during a recession. It will be ever more important for brands to give drinkers reasons to pay higher prices, including through communicating superior taste, featuring ‘craft’ cues ...

Attitudes towards Video and TV: Inc Impact of COVID-19 - UK

“Whilst COVID-19 has driven spikes in viewing time across all platforms, the wider backdrop of falling live television viewing minutes, declining advertising revenues and competing attentions from other media are making for a challenging backdrop for linear broadcasters. Take-up of paid-for streaming services, which accelerated under lockdown, will likely continue ...

American Lifestyles: Incl Impact of COVID-19 - US

“Similar to 9/11 or the Great Recession, COVID-19 is an event that will draw a line between America before and America after. This global pandemic has disrupted nearly every category of consumer spending, with some seeing a distinct benefit and others experiencing devastating declines. While consumer spending will slowly ...

Attitudes towards J-beauty and K-beauty - China

“J-beauty brands are perceived as professional and hi-tech, helping justify their premium pricing in the China market and meet consumers’ demand for trading up. While K-beauty brands have an image of being fun, youth and fashionable, they face a rising challenge from C-beauty brands, which have a similar price positioning ...

Attitudes towards Sports Nutrition: Inc Impact of COVID-19 - UK

“While the COVID-19 lockdown has severely curbed exercise opportunities, the outbreak has sparked a keener interest in health and exercise that could open up opportunities for sports nutrition ahead. The economic downturn however poses a stark challenge in the short term, as the market faces intense competition from more affordable ...

Bathroom and Bathroom Accessories: Inc Impact of COVID-19 - UK

“The bathroom furniture and accessories market has recently suffered from a slowdown in the UK economy and stagnant property transactions. Despite COVID-19 bringing further difficulties for the market, opportunities exist with the online channel growing in importance with traditional retailers well placed to learn from pureplay online specialists who currently ...

Black Haircare: Incl Impact of COVID-19 - US

“A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers’ looks, so they will continue to buy haircare products during lean economic times. However, people in a ...

Brand Overview: Finance: Inc Impact of COVID-19 - UK

“The coronavirus outbreak has accelerated the shift from cash to contactless payment as well as increasing the use of mobile banking, reinforcing the importance of technological innovations in the banking landscape. However, it is critical for brands to ensure that all their customers have sufficient digital literacy to access financial ...

Breakfast Cereals: Inc Impact of COVID-19 - UK

“COVID-19 has provided the stagnating breakfast cereals market with a temporary boost, as the nationwide lockdown brought out-of-home breakfasts to the home overnight. As the lockdown continues to be eased, however, more breakfast occasions are expected to shift back out of home, the category seeing growth slow.

Canadian Lifestyles: The Evolution of Success: Incl impact of COVID-19 - Canada

“The COVID-19 pandemic has hit the Canadian economy hard with the country seeing record low levels of spending in Q2 2020. Recessionary conditions and financial uncertainty loom heavily which will drive a conservative mindset towards spending for the remainder of 2020 and well into 2021. As consumers continue to grapple ...

Chocolate: Incluindo Impacto da COVID-19 - Brazil

Blockchain: Inc Impact of COVID-19 - UK

“Blockchain remains in its infancy in terms of commercialisation. While its origins lie in crypto currencies, blockchain has the potential to be a transformative technology with vast opportunities in both the public and private sectors. Growth in 2020 has been disrupted by COVID-19 and the consequent corporate attention drawn to ...

Brazilian Lifestyles: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has greatly impacted Brazil in 2020. In addition to thousands of deaths, Brazilians’ lifestyles have been dramatically changed, as well as the political and economic situation of the country. Businesses and consumers have been forced to rethink their spending habits, actions and priorities. Despite the unfavorable scenario ...

Butter and Spreads - Ireland

“Pre-COVID-19, the breakfast and lunch occasions were moving from in-home consumption to out-of-home due to the time pressures of modern life. As that trend has backpedalled drastically, butter and spreads are benefitting from increased usage, which is set to continue in 2020 and beyond. In addition, financial pressures and concerns ...

Chocolate Confectionery: Incl Impact of COVID-19 - Brazil

“In terms of chocolate consumption, the COVID-19 pandemic has encouraged conflicting behaviors. While some consumers have eaten more chocolate due to its positive effects on mental health, others have reduced consumption to avoid its negative impacts on physical health (eg weight gain). This has brought opportunities for chocolates that provide ...

Coffee and Tea: Incl Impact of COVID-19 - Canada

“Em termos de consumo de chocolate, a pandemia resultou em comportamentos opostos entre os brasileiros: enquanto uma parcela passou a consumir devido aos seus efeitos positivos para a saúde mental, outra passou a reduzir a sua ingestão por medo de efeitos negativos sobre a saúde física, especialmente devido ao receio ...

Colour Cosmetics - China

“COVID-19 put a temporary stop on the colour cosmetics consumption due to less usage needs during outbreak. However, the market remains resilient thanks to consumers’ rigid beauty demand and widely spread enthusiasm in the long term. Opportunities lie for those brands which could build products with enhanced visual and emotional ...

Consumer Interest in CBD in Food and Drink: Incl Impact of COVID-19 - US

“CBD in food and beverage is a tricky business, perhaps more so than any other cannabis-related endeavor. While hemp-derived CBD is legal at the federal level, the FDA has not approved it for use in foods and beverages. Yet, a crop of brands are dipping their toes into the water ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

Dealerships and Third-Party Car Buying: Incl Impact of COVID-19 - US

“Consumers are not impressed with the level of service automotive retailers provide. Dealerships have a strong hold on the market, but that’s mainly out of habit. The money and time required to attract new customers is

“The COVID-19 pandemic brought a pervasive feeling of fear and anxiety for many. As Canadians were asked to shelter in place, many sought comfort in what they know, including coffee and tea. During the early days of the pandemic, coffee sales at retail increased amid the closure of many coffee ...

Conferencing and Events: Inc Impact of COVID-19 - UK

“COVID-19 has delivered a serious blow to the conferencing and events sector, with an initial and substantial loss to market value to be followed by a period of uncertainty and financial difficulty as attendance is held back by social distancing. The pressure felt will spur innovation, particularly as organisers look ...

Consumer Spending Sentiment - Q2 - China

“Driving domestic consumption will be key to China’s economic recovery in the second half of 2020. Mintel’s research shows consumer finances are not falling apart even though two thirds of people have experienced some loss of income after the outbreak. The traditional mindset of ‘spend within their means’ has proved ...

Current Accounts: What Drives Customer Loyalty - Ireland

“The COVID-19 recession will be as challenging for current account providers as for any consumer-facing brand. Rising unemployment, migration and falling economic activity will all hit demand for new accounts, limit demand for value-added services, and increase the risk of debt defaults. But there are still opportunities for brands that ...

Digestive Health: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, adults are re-evaluating the causes of certain physical health symptoms they experience. The majority of adults attribute an increase in digestive health concerns since the start of COVID-19 to heightened feelings of stress

significant, especially during a pandemic. In the long run, providing a better customer experience ...

Digital Trends - Q2 - China

“COVID-19 has become a catalyst for accelerating the digital society in China. People’s work and entertainment are constantly moving towards digitalization. The short-term challenges associated with the virus has not stopped people from accepting more digital devices, but instead has made increased usage and the recognition of their importance ...

Energy Industry: Inc Impact of COVID-19 - UK

“While fewer people changed their energy supplier during the early months of the COVID-19 crisis, switching rates are expected to increase over the coming months. As many people continue to spend more time at home compared to pre-COVID-19 and are more aware of their energy usage, consumers’ willingness to shop ...

eSports: Incl Impact of COVID-19 - US

“eSports still has a long way to go in the US to achieve the popularity it’s reached in other parts of the world. However, the shutdown of traditional sports during the COVID-19 lockdown accelerated the timeframe for esports to become mainstream entertainment. Balancing the retention of a new audience with ...

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

“Retailers across Europe continue to operate under the impacts of the COVID-19 crisis, seeing consumers spend less time in-store and facing reduced footfall even as quarantine measures are gradually lifted. In this scenario, some are taking advantage of the increase in online activity and finding new ways to engage with ...

Facial Skincare and Anti-aging: Incl Impact of COVID-19 - Canada

and worry. Consumers will seek ways to gain control of health changes, such ...

E-learning - China

“About 13% of China’s total population are children aged 4-12 years old, 30% of which are current users of e-learning platforms. Nationwide COVID-19 quarantine measures drove families to embrace e-learning to cope with this adverse situation. In the long term, parents’ priority to spend on their children’s education will be ...

Entertaining at Home: Incl Impact of COVID-19 - US

“Humans are social animals, driven by a need to connect with others. Ideally, these interactions would occur in person, but the current pandemic is disrupting social gatherings of all sorts. At the same time, it is making consumers more aware of the importance of their personal relationships. Brands and businesses ...

Ethical Retailing: Inc Impact of COVID-19 - UK

“The media and high-profile events have all helped to raise consumer awareness regarding ethical standards for retailers. This has been even more prominent during COVID-19, with many headlines covering how retailers have treated staff during the pandemic. Whereas the focus previously was on environmental solutions, consumers now have an increased ...

Evolving eCommerce: Household Care: Incl Impact of COVID-19 - US

“For years, ecommerce has been the retail sector’s growth engine. Online retailers have significantly outpaced their brick and mortar peers, and the COVID-19 pandemic has further accelerated that growth disparity. When we consider this in tandem with recent and forthcoming technology changes that will make online shopping faster, more convenient ...

Families and Tech: Incl Impact of COVID-19 - Canada

“COVID-19 has allowed consumers to reassess what is important in their lives. Despite taking a more relaxed approach to their skincare during the lockdown period, Canadians are incorporating their facial skincare routines into a more holistic overall wellness approach. Looking good in 2020 is less about vanity and more about ...

Fish and Shellfish: Inc Impact of COVID-19 - UK

“The lockdown helped boost the sales of frozen and ambient as people sought out long-life products. As incomes come under pressure, fish/shellfish’s relatively high price means cutbacks are on the cards. The segment’s healthy image should see it benefit from the increased health focus in the wake of the ...

Fresh Grocery Retailing - China

“Spending per family will keep increasing, leading to a healthy growth rate for fresh grocery retailing industry. Online retailers, as the growing sector, will have to provide values that are more than just convenience for consumers. Younger demographics are pragmatist utilizing both online and offline channels to get the best ...

Gen Z Beauty Consumer: Incl Impact of COVID-19 - US

“The COVID-19 pandemic will have a profound and lasting impact on both Gen Z, and the beauty industry as a whole. Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. The financial impact from the pandemic will disproportionately impact Gen Z, and ...

Hand, Body and Footcare: Inc Impact of COVID-19 - UK

“The category has shown strong sales performance in recent years which is expected to continue in 2020, particularly as heightened hygiene behaviours put the focus on skin health. The category also benefits from its perceptions of improving wellbeing and being part of self-care routines, with people turning to skincare routines ...

“Canada’s family demographics have reached a point where Millennials are parents of young children – which means digital technology is now an innate skill for the entire family. The result has been that tech plays a vital role in the typical family household – especially after the COVID-19 pandemic made ...

Fragrances: Inc Impact of COVID-19 - UK

“The fragrance category was in decline before the COVID-19 outbreak and has been one of the hardest hit categories in 2020, with a particularly slow recovery forecast. Confined to their homes, consumers have reduced their usage of beauty products deemed non-essential and the category has suffered due to its reliance ...

Fruit: Incl Impact of COVID-19 - US

“The fruit category comprises two distinct groups, fresh and processed, with the former being the behemoth in terms of market share. Fresh accounts for 90% of fruit sales, leveraging a reputation as relatively healthy and largely convenient. Where fresh fruit falls short in terms of health (principally in sugar content ...

Gut Health Management - China

“Consumers’ preference for holistic natural approaches drives growth for functional food and drink and presents challenges for supplements in the gut health management market. Opportunities lie in category expansion to offer various “better-for-gut health” food and drink choices (eg a mix of both healthy and indulgence options), as well as ...

Ice Cream - China

“The domestic ice cream market has benefited greatly from the expansion in cold-chain distribution, providing opportunities in redefining ice cream as a dessert suitable for in-home consumption through online channels. Modernized ice cream products may differentiate through inclusion of additional textures, distinctive and indulgent ingredients or use of authentic manufacturing ...

Impact of COVID-19 on Consumers' Leisure Time - China

"COVID-19 hit more severely the out-of-home leisure segment than the in-home. In the near future, in-home leisure which includes many online activities will drive the sector's recovery. The out-of-home segment, particularly entertainment activities, will find it difficult to return to pre-outbreak consumption levels. This is due to consumers' prudence in ...

Laundry and Fabric Care - China

"The laundry and fabric care category needs to respond to consumers' health-related concerns and clean lifestyles after the COVID-19 outbreak. It is critical for brands to provide clear communication of the health impacts associated with laundry products. Consumers' attention to skin health represents opportunities – anti-bacterial laundry products can help ...

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

"In 2020, moms are facing unexpected challenges. Between maintaining their family's health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full. However, even given all of this, moms still ...

Men's Personal Care: Incl Impact of COVID-19 - US

"Prior to COVID-19's arrival to the United States, the market was expected to continue experiencing slow yet steady growth through 2025. However, with more Americans practicing social distancing and working from home, the market is expected to see slower growth from 2020 than originally estimated, as some men feel less ...

Online Retailing: Inc Impact of COVID-19 - Europe

International Cuisine Tracker - US

"As consumers adjust to living in quarantine, they are seeking restaurants that can serve them both comfort and adventure; Middle Eastern and African cuisines are satisfying this desire for adventure. The away-from-home market continues to be driven by younger consumers, and this generational gap is widening in the pandemic."

- Emma ...

Luxury Goods Retailing: Inc Impact of COVID-19 - International

"The luxury goods market has been severely hit by the COVID-19 outbreak and in a sector that has been slow to jump on the digital bandwagon the pandemic has accelerated the need for brands to have an online transactional channel. There are enormous opportunities for luxury brands to capitalise on ...

Men's Attitudes toward Beauty and Personal Care: Incl Impact of COVID-19 - Brazil

"Brazilian men have a simple beauty and personal care routine, and have an interest in products that offer clinically proven benefits. Due to the COVID-19 pandemic, male consumers have adopted a more moderate usage habit, as their financial situation has been impacted by the economic recession. Male-specific cosmetics that offer ...

Menu Insights - Tea Houses 1H - China

"Escalating pressure to attract more consumers and from price mark-ups has slowed China's tea drinks market in 2019. In addition, COVID-19 has also rocked the market, since the outbreak has adversely impacted consumers' purchasing power and temporarily wiped out a few consumption occasions. In order to weather the outbreak, brands ...

Online Retailing: Inc Impact of COVID-19 - France

“Online remains one of the fastest-growing sectors in retailing, with most markets seeing sales rise in double-digits every year. In Europe, countries such as Germany and the UK are at the most developed end of the spectrum, compared to others like Spain and Italy. Although shopping habits vary considerably around ...

Online Retailing: Inc Impact of COVID-19 - Italy

“The COVID-19 outbreak has the potential to turbo-charge the online retailing industry in Italy, though this depends on the customer’s experience of individual retailers’ services. Amazon is likely to have been a big winner due to its already high levels of penetration and its focus on non-food segments, with non-food ...

Online Retailing: Inc Impact of COVID-19 - UK

“The online channel was already the growth area in UK retail prior to the COVID-19 pandemic and the outbreak will only accelerate this growth in the short and long term. The prolonged period of heightened online demand during the lockdown period will cause a longer-term expansion of the repertoire and ...

Performing Arts: Inc Impact of COVID-19 - UK

“Audiences will eventually return, the absence making them hungrier than ever for the excitement of live shared experience, though sadly some venues may never reopen. The sector has faced this crisis with characteristic creativity and ‘the-show-must-go-on’ resilience. Innovative responses include livestreamed and other in-home experiences, outdoor and drive-in events, which ...

Personal Pensions: Inc Impact of COVID-19 - UK

“COVID-19’s impact on the individual pensions market should be relatively short-lived. The key target market of affluent professionals has been less impacted financially, with many seeing a boost to their finances with a drop in expenses related to commuting and leisure. Once

“COVID-19 has accelerated and brought forward existing trends in the French online retail sector, such as home delivery of groceries, and has expanded participation to include many new customers. The digital world has certainly worked to ease confinement; helping people to feed themselves, work remotely and stay in touch with ...

Online Retailing: Inc Impact of COVID-19 - Spain

“The online grocery sector in Spain is still in its infancy and the country’s grocers were quickly overwhelmed by the unprecedented demand during the country’s strict COVID-19 lockdown. With new online shopping behaviours expected to be here to stay e-commerce development in the food sector is likely to accelerate as ...

Outdoor Cooking: Incl Impact of COVID-19 - US

“Prior to the pandemic, the outdoor cooking category benefitted from slow but stable growth, which was expected to continue. However, the COVID-19 pandemic and recession are altering that trajectory. While consumers look to limit their discretionary spending, extended periods of time at home will foster the desire to improve their ...

Personal Care Products During Pregnancy - China

“During both pregnancy and the lactation stage, skin concerns such as stretch marks and loose skin are the most likely to occur and it is essential for brands to offer effective solutions that can help to restore skin back to its pre-pregnancy stage and elevate confidence. Appearances still matter during ...

Pest Control and Repellents: Incl Impact of COVID-19 - US

“The pest control category has proven itself to be incredibly resilient. Despite mounting financial pressures due to COVID-19 and the subsequent recession, both the at-home and professional services segments are expecting modest growth over the next

confidence improves, providers should experience an upturn in ...

Pet Food: Inc Impact of COVID-19 - US

“Pet food sales received a short-term boost in the early weeks of the pandemic as consumers stocked up on household essentials but is otherwise on course for continued slow, steady growth driven by premiumization and increasing numbers of pet-owning households. While the category has proven to be mostly resistant to ...

Ready Meals - China

“Consumers’ changing dining habits from eating out to cooking at home due to COVID-19 bring market opportunities for ready meals. With the evolving definition of convenience, brands should satisfy consumers’ desire for elevated convenience without compromising their upgraded requirements for nutrition and flavour. Customised products could help brands better serve ...

Social Commerce - China

“Social commerce has evolved quickly during the past few years. Increasingly more social media platforms have jumped on the bandwagon officially by incorporating the livestreaming and shopping function directly into the platform so that consumers don’t have to be redirected to e-commerce platforms to make the final purchase. The outbreak ...

Tea and RTD Tea: Incl Impact of COVID-19 - US

“Tea in all its forms has been given a boost by COVID-19 and the changes it has brought to the routines of work and shopping. With natural and inherent properties that convey a plethora of health benefits, like immunity and relaxation, tea’s profile will rise during the pandemic. The category ...

The COVID-19 Impact on Foodservice: Operation Recovery - US

several years. That said, in addition to consumers traveling less and lowering the risk ...

Pet Insurance: Inc Impact of COVID-19 - UK

“COVID-19 arrived at a difficult time for pet insurers, following the market’s first contraction in 2019. Although mass cancellations are not likely, consumers will be extremely value-driven, especially at renewal. There is an opportunity to innovate when it comes to existing barriers to switching, but also to improve relationships and ...

Regional Newspapers: Inc Impact of COVID-19 - UK

“The long-struggling regional newspapers market has been hit hard by the outbreak of COVID-19, which has resulted in significant drops in print circulation and advertising revenue, as well as many job cuts and the closure of titles. The pandemic has, however, also helped shine a light on the importance of ...

Social Media Trends: Incl Impact of COVID-19 - Canada

“Social media is ingrained in the daily lives of many consumers and has likely taken on a larger role in communicating with others during the COVID-19 pandemic. Consumers are utilizing social platforms as a research resource and there is acknowledgment that some platforms are doing better than others in terms ...

Television Advertising: Incl Impact of COVID-19 - US

“Television advertising has struggled as COVID-19 takes a significant toll on a sector that is already struggling from consumer and advertiser defections to digital. However, it does offer a strong consumer experience that few other platforms can match, and even in the near term there are some bright spots like ...

The Future of Eating Out: Inc Impact of COVID-19 - UK

“Eating out will become more of a treat giving an opportunity for foodservice venues to create more

“The COVID-19 public health and economic crisis is creating unprecedented revenue loss for restaurants of all types, although FSRs with a dine-in focus have been the hardest hit. In order to survive and recover, restaurants will all need to offer and invest in easy, efficient and affordable takeout and delivery ...

The Gen Z Diner: Incl Impact of COVID-19 - US

“Gen Z is a stressed-out generation coming of age in a time with great unrest and facing grim economic prospects. Restaurants need to respond to Gen Z’s anxieties by focusing on value – whether that be value from low prices, promotions, or high-quality dishes at moderate prices. LSRs are best ...

The Un- and Underbanked: Incl Impact of COVID-19 - US

“The un- and underbanked are more vulnerable to economic uncertainty, and the COVID-19 pandemic will have made it much more difficult for many of these folks to make ends meet. Further compounding matters, Hispanic and Black consumers are both more likely to be un- and underbanked and more likely to ...

Travel Trends: Inc Impact of COVID-19 - UK

“The level of service provided by travel companies during the pandemic will influence consumers’ future choices. Travel companies that are able to learn and adapt their level of customer service quickly to the ever changing situation caused by COVID-19 are well positioned to gain a competitive advantage.

More brands should ...

Trust in Financial Services: Inc Impact of COVID-19 - UK

“The immediate response of the financial industry to COVID-19 helped garner support from consumers. However, with the full economic damage of the crisis yet to be felt, the industry faces a huge challenge to convert that goodwill into long-term trust. This will require proactive communication and open dialogue, as well ...

premium options to fit special occasions. But first, an effective response to COVID-19 is required to safeguard the future of eating out. The virus should prove to be the catalyst for the adoption ...

The Impact of COVID-19 on Travel - US

“The travel industry is in a dire situation, and recovery will be a long time coming. Much of that recovery depends on the US government’s response to the dual threats of COVID-19 and the accompanying recession. In short, Americans won’t be traveling until they feel safe and they’re financially able ...

Thermal Insulation: Inc Impact of COVID-19 - UK

“The UK market for thermal insulation is projected to decline by 5.6% in 2020. This is largely a result of reduced demand from the construction sector and a sharp decrease in retro-fit installations over the lockdown period. However a stronger annual decline is expected to be avoided due to ...

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

“Alcoholic beverages provide excitement, experience and relaxation for consumers and each of these drivers have become particularly salient because of COVID-19 and the subsequent recession. The category as a whole has seen a sales boost; yet to maintain momentum, brands must innovate for long-term growth. Consumers are interested in new ...

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

“Although UK retail continues to operate under the impacts of the COVID-19 pandemic, we are beginning to see a closer semblance to ‘normality’, with sales appearing to have slipped back from last month according to BRC numbers and increasing by 2.7% on a non-seasonally adjusted basis. Growth registered in ...

Vegetables: Incl Impact of COVID-19 - US

“The vegetable category is notoriously dichotomous: while fresh vegetables have a well-enforced healthy reputation, non-fresh segments fall shorter on BFY associations but deliver on convenience and value. COVID-19 triggered increased sales across every vegetable segment, even the beleaguered canned segment, indicating that even when health is an elevated priority ...

Vitamins, Minerals and Supplements Consumer: Incl Impact of COVID-19 - US

“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point ...

Women's Facial Skincare: Inc Impact of COVID-19 - UK

“Korean beauty trends have benefited the women's facial skincare category in recent years, with women reducing their use of makeup to show off their hard work. Although routines were streamlined in 2019, 2020 has seen a revival of cleansing and caring routines as heightened hygiene behaviours triggered by the pandemic ...

在线学习 - China

“中国人口中4-12岁的儿童占比13%，其中30%目前是在线学习平台的用户。全国范围内新冠疫情隔离措施带动家长接受在线学习，以应对这一不利情况。长期来看，家长在孩子教育上的消费优先性将是在线学习市场向前发展的驱动力。本报告讨论了家庭采用在线学习的重要方面，包括对内容、态度和行为的分析。

— 许昕远，初级研究分析师

对日韩美妆的态度 - China

“日韩美妆品牌被认为是专业的、高科技的，这合理化了它们在中国市场的高端定价，满足了消费者的升级需求。虽然韩国美妆品牌被认为是有趣、年轻而时尚的，但其面

Video Games and Consoles: Inc Impact of COVID-19 - UK

“Streaming services across a range of technology devices have grown in popularity in recent years and increasing use on consoles highlights the potential interest in watching media alongside the gaming experience. There are opportunities for gaming manufacturers to encourage people to buy the next-generation consoles by offering free subscriptions to ...

Water and Juice Drinks - Ireland

“Even before the impact of COVID-19, consumer concern regarding plastic bottles had taken its toll on sales of water with consumers shown to be embracing reusable bottles, while in the juice sector concerns over sugar content had subdued sales somewhat. With COVID-19 impacting sales of drinks, particularly via the on-trade ...

冰淇淋 - China

“国内冰淇淋市场极大程度上受益于冷链分销的扩张，这给品牌带来了商机，通过线上渠道，将冰淇淋重新定义为适合居家食用的甜品。添加丰富的口感、纵享型的独特原料、或使用正宗的生产方式都有助于打造更高端的形象，现代化的冰淇淋产品可通过这些方式脱颖而出。”

— 蒋安妮，食品和饮料研究分析师

孕期个人护理产品 - China

“妊娠纹和皮肤松弛是孕期和哺乳期最容易出现的皮肤问题。品牌有必要提供有效的解决方案，帮助肌肤回归孕前状态，提高消费者的自信。消费者在孕期仍看重外在形象，所以品牌的市场机遇在于推出丰富齐全的美妆护理产品系列，采用天然成分配方突显安全性，从而吸引消费者购买更多子品类产品，并鼓励其消费升级。”

— 靳尧婷，研究分析师

彩妆 - China

“由于新冠疫情期间彩妆使用需求更少，彩妆消费暂时停滞。但是，得益于消费者对美的刚需，以及长期内对此的广泛热忱，彩妆市场仍能迅速恢复。品牌要抓住机遇，需

面临着中国美妆品牌日益增长的威胁。中国品牌的价格定位与韩国品牌相似，另外，消费者的本土情怀上升，在新冠疫情期间尤为明显，中国品牌借此得到了消费者的支持。”

— 金乔颖，品类总监

数码趋势——二季度更新 - China

“新冠疫情成为加速中国数字化社会发展的催化剂。人们的工作和娱乐不断趋于数字化。新冠疫情带来的短期挑战并未阻止人们接受更多数码产品，人们对数码产品的使用率反而有升无降，并且更加认可数码产品在生活中扮演的重要角色。对短视频产业而言，娱乐至上的精神带来了前所未有的机遇。该行业需要深入探索如何在满足用户体验需求的同时将内容变现。”

— 益振嵘，品类总监

生鲜零售 - China

“每个家庭的支出将持续增长，从而推动生鲜零售行业的健康发展。作为不断发展的行业，线上零售商必需为消费者提供便利性之外的价值。年轻群体是实用主义者，他们利用线上和线下渠道货比三家寻找最划算的产品，这使资金雄厚的全渠道零售商在不久的将来占据优势。”

— 施洋，研究分析师

社交电商 - China

“过去几年，社交媒体发展迅速。越来越多社交媒体加入社交电商行列，将视频直播和购物功能直接融入自身平台，使消费者可以在平台内完成一站式购物，而不需要跳转至传统电商平台。新冠疫情的爆发和直播的热潮大大提高了消费者对社交电商的关注度。但消费者仍旧难以把“良好的质量、配送、售后服务”等特征与拼多多和微信微商之类的社交电商联系起来。社交电商可更好地利用上述特征与传统电商产业的竞争对手一争高下，夯实它们在赢得消费者青睐方面的领头羊地位。”

— 夏月，研究分析师

菜单洞察——茶饮店（上半年） - China

以加强的视觉和情感吸引力来打造产品，鼓励购买；扩大产品对不同年龄群体的适用性，并激发创造力；打造适用于消费者的使用场景的产品；以及通过全渠道推出符合消费者需求的产品与服务，从而提升品牌吸引力和消费者忠实度。”

— 尹昱力，研究分析师

消费意愿——二季度更新 - China

“拉动国内消费是2020年下半年中国经济恢复的关键所在。英敏特研究发现，尽管三分之二的消费者疫情过后收入有所减少，但其财务并未崩溃。“量入为出”的传统观念比以往更深入人心。”

高端品牌仍有机会，尤其在基本开支方面。消费者更有可能削减非必要支出，注重核心需求从而保证生活质量，而不是一味地降级消费。”

— 徐如一，北亚区报告总监

报告关键议题:

疫情对休闲方式的影响 - China

“相比居家休闲，疫情对外出休闲的冲击更大。近期，包含许多线上活动的居家休闲将驱动整体品类复苏。外出休闲（尤其是娱乐活动）难以恢复到疫情爆发前的消费水平，因为消费者对休闲消费更谨慎，以及对休闲活动内容与参与方式的偏好发生变化。”

肠道健康管理 - China

“消费者对天然的、全方位提升健康的方式偏好推动了肠道健康相关功能性食品饮料的增长，并对保健品带来挑战。市场机遇在于扩大品类，提供各种“有益肠道健康”的食品饮料（如兼具健康和纵享的选择），以及由更高端的产品需求所驱动的保健品创新（如对新场合和新配方的兴趣）。此外，消费者越来越关注心理健康，尤其是在新冠疫情后。这表明聚焦有关肠脑轴的消费者教育，从长远来看，可能会进一步推动肠道健康管理市场的增长。”

— 刘文诗，研究分析师，2020年8月7日

衣物洗护用品 - China

“吸引更多消费者的压力和涨价压力不断上升，导致了2019年中国茶饮店市场增速放缓。此外，新冠疫情也对该市场造成了冲击，因为疫情对消费者的购买力构成负面影响，并暂时抹除了部分消费场景。为了抵御疫情的冲击，品牌需要跟上产品创新的步伐，尤其是通过原料混合提供令消费者满意的口味和质地。同时，品牌也需要考虑推出更多零售产品，以扩充营收渠道。”

- 俞文，研究分析师

预加工食品 - China

“新冠疫情改变了消费者的用餐习惯，消费者从外出用餐向居家烹饪的转变，为预加工食品创造了市场机遇。随着对便捷定义的不断改变，品牌既要迎合消费者对更大便利性的追求，也要满足他们对营养和风味的更高需求。随着在家做饭的消费者越来越多，定制化产品可帮助品牌更好地满足其多元化的需求。同时，拥抱新零售和外卖渠道也是品牌为消费者提供更大便捷的另一途径。”

- 鲁睿勋，研究分析师

“疫情后，衣物洗护用品市场需要应对消费者在健康方面的顾虑和清洁生活方式。关键在于如何清楚地与消费者沟通衣物洗涤产品对健康的影响。消费者对皮肤健康的关注代表着机遇——品牌可以推出有助于避免皮肤问题产生的除菌衣物洗涤产品，另外，抗敏感和亲肤的衣物洗涤产品也有进一步探索空间。”

- 李玉梅，高级研究分析师