

## December 2019

### Attitudes toward Higher Education - US

"The high cost of higher education and a growing need for a degree to earn a living wage mean the stakes are high when it comes to choosing a school. For today's prospective students, twenty-first century tools like school websites are replacing some of the in-person touchpoints upon which older ...

### Attitudes towards Home Delivery and Takeaway - Ireland

"The takeaway market in Ireland is performing well in 2019, thanks to third-party delivery apps streamlining the ordering process and widening scope for outlets that do not traditionally offer delivery service. Looking ahead, rising health concerns create challenges and opportunities for takeaway services while keeping prices low is imperative for ...

### Beauty and the Online Landscape - US

"Online beauty behavior has evolved beyond just purchasing to include a wider variety of steps, which depend on the consumer, the situation and the purchase. Many beauty consumers will utilize online and offline channels throughout their path to purchase, creating a variety of opportunities for retailers and brands to learn ...

### Beds and Bedroom Furniture - UK

"Marketing themes around bedroom furniture are focusing on storage solutions and the message that controlling your possessions puts you in charge. Meanwhile bed brands and retailers are elevating their status as sleep experts, tapping into growing awareness of the importance of sleep for health and wellness. The entrance and rapid ...

### Better for You Snacking - US

"Consumers are increasingly living on-the-go lifestyles where a quick snack can be a better fit than a sit-down meal. And with many adults looking to improve their health through diet, there is a solid market for healthier,

### Attitudes toward Technology and the Digital World - Canada

"With how quickly the technology and digital world has evolved over the last few decades, it is worth taking a step back to assess how consumers feel about it. Not only have consumers adapted over time as they have gotten more comfortable with technology in their day-to-day lives, but there ...

### B2B Economic Outlook - UK

"Despite the uncertainties surrounding Brexit, the UK economy has only slowed to equate to the growth of the Euro-area, and the Bank of England still anticipates stronger growth than the Euro-area over the next three years. The Brexit-related uncertainties continue, and are now potentially exacerbated by a General Election. They ...

### Beauty Retailing - Canada

"Despite the glamorous association with the BPC category, much of the engagement with the category is rooted in usage of mundane items designed to address basic hygiene needs. This renders the category one that is more firmly linked to function than fun in the minds of consumers. Having said this ...

### Beer - UK

"The low-/non-alcoholic beer trend has helped to keep beer on the menu for consumers prioritising health. That a quarter of 18-24s are keen to see more of these varieties presents a good opportunity for low- and non-alcoholic beer alternatives when targeting the younger consumer, which bodes well for ongoing ...

### Black Consumers' Lifestyles and Entertainment - US

"Black consumers spend more time, on average, each day engaged in leisure activities in comparison to all consumers but still experience challenges in maximizing

more nutritious snacks. This report examines the better-for-you snack trend, looking in depth ...

## Brand Leaders - UK

“There’s no stronger endorsement of a brand than a willingness to entrust it with your own or your family’s health. As such, it’s no surprise that perceptions of trust and quality are often guided by how a brand impacts upon the health and wellbeing of consumers. However, this is still ...

## Cannabis and Health - US

“The appeal of cannabis and CBD are linked to the products’ perceived health benefits, with adults reporting relaxation, stress relief and improved sleep as their leading reasons for use. Continued legalization coupled with the plant’s connection to wellness positions cannabis for greater consideration in managing adults’ health and wellbeing.”

- Andrea ...

## Car Purchasing Process - China

“With volume sales of the Chinese new passenger car market plunging in 2019, new opportunities and threats are present in this market. Brand is no longer the priority in most consumers’ consideration process. It is important to attract consumers with more options on car body and energy types. The NEV ...

## Clean Beauty - US

“The natural movement continues to shape the BPC industry due to perceptions of safety. However, a surge of retailers and brands are adopting clean beauty standards, leading to a shift from natural to clean. Additionally, consumers are becoming more aware of the impact their demand for natural ingredients has on ...

## Compras Online - Brazil

“Apesar de a incidência de compra online entre os usuários da internet ser alta, sua frequência é relativamente baixa. O que faz com que as categorias de

their downtime due to money as well as work, personal and familial responsibilities. Time with family and friends is important, but their preference for spending their ...

## Busy Lifestyles - Brazil

“Brazilians have an intense routine, and as a consequence have little time to take care of their physical and mental wellbeing. The lack of physical activity, in addition to opting for practical instead of healthy food and working extra hours, makes them feel stressed, anxious and overwhelmed. These factors have ...

## Car and Van Hire - UK

“Short-term vehicle rental is a mature market and is facing increased pressure from new forms of access to personal transport. While hire companies are responding by adapting to these changed market conditions, our research suggests that focusing on key user groups is needed so as to maximise available opportunities.”

## Cinemas - UK

“The UK cinema industry looks set to enjoy another bumper year on the back of record-breaking returns in the summer months for admissions at the box office. Wider revenues from retail spend per head look set to grow, as exhibitors upgrade their portfolio of sites to enhance retail offerings and ...

## Commercial Borrowing - UK

“To continue to remain relevant in the current borrowing market, all lenders need to take a customer-centric approach, offering not only the products customers want, but also the services they demand. Banks will need to learn and be wary of the threat from challenger banks and other niche sources of ...

## Consumers and General Insurance - UK

“Change is coming to the general insurance market, driven by the impact of new technology and innovative

bens de consumo não duráveis tenham um desafio ainda maior no mercado de comércio online brasileiro. Para ampliar essa frequência de consumo marcas ...

## Consumption Habits Of Alcoholic Drinks - China

“The unshakable leading position of baijiu does not mean the alcohol category has remained unchanged. The growth of Western spirits and the shift in purchase channels remind current players to stay vigilant. As the young generation become more important to the category, innovation answering their needs may serve as inspiration ...

## Cooking Sauces and Pasta Sauces - UK

“Cooking/pasta sauces are only used as an emergency meal solution by half of users, but need to appeal beyond this. To increase usage, brands need to emphasise being a short cut for sauces hard to make at home, offer more variety in ethnic sauces, and promote healthiness, naturalness and ...

## Cruises - US

“In 2018, the global cruise industry earned an estimated \$4.56 billion (a 4.6% increase over 2017) and carried an estimated 26 million annualized passengers. River cruising has become more popular over the last few years. It is poised to become even more popular as travelers realize how their ...

## Designer Fashion - UK

“The designer fashion market is experiencing major changes as the sector embraces the shift towards shopping more online and the higher visibility from social media. As Millennials drive sales of luxury fashion, they are putting pressure on designer brands to be more ethical, inclusive and diverse. They are also changing ...

## Dining Out in 2020 - US

“Restaurant sales are predicted to maintain steady growth in coming years but are vulnerable to volatile

new businesses entering the sector, as well as by pressure from consumer groups and the FCA, unhappy at the way the market operates, particularly with regards to how long-standing customers are treated. 54 ...

## Contract Catering - UK

“Despite facing a series of headwinds the contract catering industry has continued to grow in 2019. Increased labour costs and falling business investment have held the sector back, but robust consumer spending and growth in the leisure economy have offered some reprieve. The sector’s unique position as a service provider ...

## Cooking Sauces, Pasta Sauces and Marinades - US

“With a market size in excess of \$6 billion and a nearly universal consumer penetration, sauces and marinades have reached maturity, which brings challenges. The category is diverse and fragmented, yet consumers show signs of boredom – customizing products and making them from scratch, as well as interest in new ...

## Dark Spirits - US

“Dark spirits had another year of growth posting strong five-year growth driven by consumer interest in premium drinks, craft offerings and even cocktail culture keeping the category well positioned with its base for the future. Yet, optimal growth will hinge not only on nudging upgrades from dedicated consumers to even ...

## Digital Video - Canada

“Canadians are keen consumers of video entertainment with most using cable/satellite pay TV, as well as on-demand streaming services and free streaming services. Free trials motivate consumers to subscribe to paid video streaming services, but at the same time, they may be using such a service to only watch ...

## Dollar Stores - US

“Dollar stores continue to benefit from consumers’ love of treasure hunt shopping as well as their willingness to

economic conditions, triggering a decrease in dining out spending. Americans' interest in casual and off-premise dining is largely fueling industry growth, leading to a rise in new delivery formats including ghost kitchens along with ...

## Eating Out Review - UK

"Growth in the eating-out market is being driven by affluent diners who are spending more on quality dining experiences as well as the convenience of quick meals through the home delivery channel. However, the market lacks budget-friendly options for price-conscious consumers, which has resulted in some worse-off consumers exiting the ...

## Estilo de Vida Ocupado - Brazil - Brazil

"A rotina intensa dos brasileiros tem deixado pouco tempo para que eles cuidem do seu bem estar físico e mental. A falta de atividade física, somada à priorização a alimentos práticos em vez de saudáveis e o excesso de trabalho vêm refletindo no aumento dos índices de sobrepeso e obesidade ...

## European Retail Rankings - Europe

The European Retail Rankings focusses on the leading retailers in Europe and puts them in perspective. This is a report where the numbers are all important, though we also give some background information both by sector and by country. We provide a three-year record of the main statistics (in so ...

## Feminine Hygiene and Sanitary Protection Products - China

"Savvy consumers are propelling market evolution with their attention to health and wellness and driving an expedited innovation cycle with their limited brand loyalty. R&D is primarily focused on expanding the dimensions of product features, to develop products with dedicated cuts and designs for segmented occasions and needs, and to ...

## Foodservice in Retail - US

make trade-offs on brand names and selection in order to get the lowest possible prices on some everyday, low-involvement products. Consumers have an affinity for dollar stores because of these aspects, but ...

## Educational Lending - US

"College tuition costs are steadily rising, and the need for student loans continues. Delinquencies are on the rise as well, and borrowers are finding it more difficult to pay down their loans than they expected. Students and parents, however, are willing to make sacrifices in order to send themselves, or ...

## European Retail Briefing - Europe

**This month's European Retail briefing contains:**

## Family Leisure - China

"The leisure market will need to be aware of more diverse types of families, as the singles economy and pet economy are changing the structure of families in urban China. Brands need to respond by being more considerate of their service offerings to make sure they accommodate different preferences and ...

## Food & Beverage Retailing - Brazil

"The Brazilian consumer has been using online retail channels to buy food and drinks more often, but there are still some barriers related to choice and delivery method keeping customers away. The entry of new and major players in this segment, in addition to the rapid implementation of solutions that ...

## Fragrance Trends in Beauty - US

"The retail prepared foods business is growing quickly year over year, with more people purchasing them and making more frequent purchases. This is largely thanks to prepared foods' ability to deliver affordable convenience and a satisfying variety of options to time-strapped consumers. Grocers are investing in convenience with more tech-enabled ...

## Fragrances - Brazil

"Fragrances are part of Brazilians' beauty routine and the different ways of using them and the various categories of products influence consumer purchasing behavior. In order to attract consumers and stand out in the midst of great competition, brands and products may offer possibilities of customization and personalization and invest ...

## Gaming Trends: 2020 - US

"Global gaming revenue estimated to reach \$152.1 billion by the end of 2019, representing 66% growth from 2015. While only representing a fraction of the market, the US gaming market is growing in tandem with global expectations. In 2019, the US even gained some share on the dominant APAC ...

## Healthiness & Sustainability - Brazil

"Most Brazilians claim to have or to be adopting a healthy lifestyle, largely because their growing health problems force them to make this change. Not only the physical aspect but also emotional wellbeing has become an important part of a healthy lifestyle, as many claim to be feeling stressed. Healthiness ...

## Home Insurance - UK

"In terms of premium income, the domestic home insurance market has stagnated over the past decade. Technological-driven innovation is needed to achieve real growth potential and to enable insurers to better respond to changing consumer needs in the digital era, as well as shifting demographics and tenure patterns."

- ...

## Hotels and Resorts - Ireland

"Legacy fragrance houses are struggling due to the rise of indie perfumeries and cross-category competition, and traditional fragrance offerings no longer meet the needs of key demographics. On top of that, US consumers are continuing to spend less money year over year on fragrances. The fragrance industry needs to evolve ...

## Functional Ingredients in Food and Drink - US

"This inaugural report in Mintel's Flavor and Ingredient Library is the first layer in the foundation of a Report series designed to guide brands in product development, quantifying how to fill their innovation pipelines based on actual consumer interest. Each Report in this series will take a "now, near, next" ...

## Grocery Retailing - China

"The grocery retailing market is ready for premiumization. While fresh produce remains a central focus, grabbing children's attention could be a point of differentiation among the top players. O2O retailers are here to stay and the direct-to-consumer model's exciting approach towards fresh food retailing is expected to make an impact ...

## Hispanic Lifestyles and Entertainment - US

"Overall, the majority of Hispanics are pleased with their current lifestyles. Their level of satisfaction is strongly correlated with how well they get along with friends and family and how much they want them involved in their leisure time. In addition to friends and family, Hispanics' attitudes toward time and ...

## Hotels - UK

"Relatively few hotel guests were very satisfied with the quality of food and drink offered during their last stay. Investments in this area should be prioritised as Mintel's research proves that a strong food and drink offering is likely to lead to a positive customer experience."

## How Online Shopping for VMS is Evolving for Consumers - US

"Sustainability remains high on the agenda. Irish consumers think hotels need to do more to reduce waste and should be rated on their environmental friendliness. Partnering with tourist authorities to introduce a sustainability rating system will enable hotel operators to provide greater transparency of their green credentials to attract increasingly ...

## Incontinence - US

"The US incontinence market grew based on an acceleration of the same growth drivers that were prominent in 2018, such as a transition from period products to dedicated incontinence products, the continued aging of the population and growing bladder leakage due to lifestyle issues."

**-Jamie Rosenberg, Senior Global Analyst, Household ...**

## Logistical Services - UK

"The industry relies on being proactive and adaptable to meet the challenges and demands of the supply chain customer and the online customer. However, many providers operate on tight margins and could still benefit from being more innovative."

**– Lewis Cone, Senior B2B Analyst**

## Magazines - UK

"The magazine market continues to see a decline in circulation, with digital growth failing to offset declining print sales. With such a wealth of free content available online, magazines must offer exclusive, curated content, while current affairs titles must emphasise trust and fact-checking to gain trust often lacking on social ...

## Mattresses - US

"Mattress sales are growing gradually as innovations in both retailing practices and products continue to drive interest across the market. While sales are limited by the high penetration and long lifespan of products within the category, consumers' desire to pursue high-quality sleep as a form of health management leads them ...

## New Retail - China

"Most consumers are generally comfortable with online purchasing, and the VMS market is emerging as a strong segment in this space. The VMS category is well-suited for online purchasing, with primarily shelf-stable products that ship easily and lend well to stocking up. Still, there are many obstacles, and some consumers ...

## Leisure Review - UK

"More options than ever mean consumers are at a crossroads when it comes to leisure activities. The choice is no longer between which restaurant or pub to visit, but whether to go out at all. Operators must tap into the experience economy to entice consumers to venues, or utilise technology ...

## Loyalty in Financial Services - US

"Loyalty in the context of financial services is an intrinsically different consideration than one which pertains, for example, to the auto or retail sectors. Whereas the lifetime Chevy buyer is loyal to a tangible and recognizable product produced out of raw materials, the banking customer is loyal to, in simplest ...

## Major Household Appliances - Canada

"While much of the discussion around major household appliances revolves around smart technology, the reality is most remain interested in 'the basics'. Namely, they want functional appliances, which is another way of saying that they do not break down often and 'just work'. That said, younger adults who are more ...

## Movie Theaters - US

"The moviegoing audience is stable but continues to be bombarded with increased competition in the entertainment space. Widely available and inexpensive in-home streaming services have lowered consumers' expectations of what seeing a movie should cost. Investments in concessions, comfortable seating and new pricing models will only go so far to ...

## On-premise Coffee Consumption - China

“Today’s Chinese consumers are used to shopping online for most consumer goods, yet physical venues remain vital for categories where consumers don’t have much knowledge and need guidance. China is on the cutting edge of developing new technologies and innovative retailing features, and the online channel will continue to become ...

## Online Gaming and Betting - UK

“After a period of impressive growth, the UK online gambling market has started to face some headwinds, which will hinder near-term growth prospects. Smartphone penetration appears to have levelled off, while increased regulatory scrutiny on the gambling industry has resulted in a more difficult operating environment. Despite these challenges, well-capitalised ...

## Perfumes - Brazil

“As fragrâncias já fazem parte do dia a dia do brasileiro, em diversos usos e categorias de produtos, sendo um atributo importante para o consumidor no momento da compra. Para atrair o consumidor e se destacar em meio a grande concorrência, marcas e produtos podem oferecer possibilidades de customização e ...

## Pick-ups - US

"Pickup trucks are one of those iconic American vehicles that whether you own one or not, you're bound to have an opinion on the segment as well as those that buy them. Despite concerted efforts to shed the stereotypes that have followed pickups for years, they persist. Pickup truck manufacturers ...

## Prestige Beauty - UK

“The prestige sector saw a 1% growth in value in 2018 as premium brands continue to have a high quality image among consumers. Indeed, usage of premium brands has shown a rise across all sectors, with fragrances remaining the most popular category. Bricks and mortar stores remain essential for both ...

## Sauces and Seasonings - China

“Consumers consider that coffee beans from a famous region/category are essential for making an ideal coffee. Besides simply saying the region/category name, businesses could introduce the coffee beans’ unique intrinsic features from certain famous coffee regions. Moreover, coffee houses could develop snacks/desserts made of coffee extract and ...

## Online Shopping - Brazil

“Online shopping is quite consolidated in Brazil, but the frequency in which Brazilians shop online is relatively low. The categories of non-durable consumer goods, therefore, have an even greater challenge in the country’s online market. In order to make consumers shop online more often, brands and retailers need to offer ...

## Personal Pensions and SIPPs - UK

“A combination of increased reliance on workplace pensions and declining transfer business has had a negative effect upon the individual pensions market. Nevertheless, the increase in non-advised business is positive, and reflects the changing nature of the market with growth in the number of D2C providers and options. By focusing ...

## Poultry - US

"The chicken segment dominates the poultry category and is essentially keeping it in the black with marginal growth while other poultries are declining. Participation is nearly universal, with chicken capturing most of the consumption, making growth a challenge. Increased consumption of other poultry types and finding new occasions and uses ...

## Purchasing Food And Drink For Children - China

“The shrinking child population and the growing issue of childhood obesity in China is pressuring brands and companies to help parents with premiumised food and drink which accentuates naturalness, nutrient-dense, and functionality in weight management. Meanwhile, long-beloved ‘unhealthy’ food and drinks could still preserve their market share by incorporating superfoods ...

## Shopfitting - UK



“The category is experiencing steady growth and improved in concentration. Category’s future lies in expanding household consumption as well as creating more BFY products. Consumers’ rising health consciousness is not only reflected in their sensitivity to ingredients, but also embodied in their changing cooking habits. Optimistic penetration of exotic sauces ...

## Small Kitchen Appliances - US

"Small kitchen and beverage making appliances have near total market penetration, with 99% of adults owning at least one appliance. While a strong, steady consumer base provides a solid foundation, long purchase cycles challenge the category from experiencing significant sales growth. In 2019, total US retail sales are expected to ...

## Social Media Overview - Brazil

“As the access to the internet and the usage of social media grow, the audience has become more diverse, generating migrations between social networks and challenging brands and companies to be more assertive when identifying which content, network and subject appeal to their target demographic. Having a wide reach and ...

## Suncare - UK

“The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday. However, consumers are slowly taking suncare more seriously ...

## The Leisure Outlook - UK

“Consumers have begun preparing for Christmas by adding to savings and reducing spend on nights out. While participation in some leisure activities is expected to take a hit, indoor venues look set to at least maintain trading levels as the winter cold settles in. Pubs hope to boost pre-Christmas trade ...

“The well-known difficulties of blue chip retailers and retail failures would suggest major pressure on the shopfitting sector. However, the need for retailers to change the customer shopping experience in the face of e-commerce competition suggests huge opportunities, albeit in fewer stores and potentially different locations.”

– Terry Leggett ...

## Soap, Bath and Shower Products - China

“Showers and baths play an increasingly important role in modern consumers’ daily routines. The purpose of taking a shower or bath is moving beyond just cleaning, and is becoming part of their skincare regimen with inclusion of skincare benefits in shower/bath products, and as a means of relaxation and ...

## Special Occasion Holidays - UK

“People are marking milestone occasions with multi-generational family getaways, and see life transitions as opportunities to realise long-held travel dreams or indulge in luxury.”

## The European Leisure Travel Industry - Europe

This report provides an overview and update about the European leisure-travel industry. In particular, the important issues impacting the sector, including political uncertainty, the Thomas Cook debacle, the sharing economy, distribution channels and destination trends, are identified and discussed. In further sections, the main European outbound travel markets and the ...

## The Path to Online Purchase: Understanding the Consumer - US

"The path to online purchase lives in a blended state of online and offline experiences. eCommerce offers an opportunity for retailers to connect with consumers beyond convenience and competitive price offerings. While these two components are necessary for a successful ecommerce experience, the continuous cycle of the online path to ...



## UK Retail Briefing - UK

**This month's UK Retail briefing contains:**

## Virtual Reality - UK

“The VR market has shown signs of improvements in 2019 after a disappointing previous year. There has been noticeable growth in daily usage of headsets and Younger Millennials in particular are far more likely to have used a VR headset than in 2018. One key challenge going forward, however, is ...

## White Spirits - US

Spirits continue to enjoy growth in both dollar and volume sales, outperforming beer and wine. Consumer interest in craft production, brand stories and premium drinking experiences has propelled many spirit brands, especially high end and super premium spirits. Though total US alcohol consumption is in decline, high end and super ...

## 女性清洁卫生用品 - China

“精明的消费者通过对健康和养生的关注推动市场演变，并以有限的品牌忠诚度加速创新周期。研发主要集中于增加产品特质的维度，以针对不同场合和需求开发专门剪裁和设计的产品，并更好地满足消费者对自然、安全、清洁和呵护特质的具体且多样的消费升级需求。”

— 尹昱力，初级研究分析师

## 新零售 - China

“当今中国消费者习惯在网上购买大多数消费品，但对于消费者所知不多、需要导购的品类，实体店仍然必不可少。中国正处在发展新技术及创新零售特征的前沿，线上渠道仍会在产品分配、产品发现和开发消费者忠实度方面越来越重要。而且，中国消费者对这些新的全渠道创新销售模式尤其能迅速响应，并迅速发展出新的使用习惯。同时，中国城市居民对品牌和零售商要求更多。低线城市城市的消费者需要品牌产品和即时配送，而一线城市的消费者则需要无缝体验和全球品牌。”

## Utility Capital Expenditure - UK

“Network operators are facing tougher price controls and performance targets in the upcoming spending periods. They will also be under increased pressure to deliver innovation, reliability and investment at the lowest cost to consumers. These increased cost and efficiency pressures are passed onto the supply chain. Collaboration, technology and innovation ...

## Voice Assistants and Skills - US

“Voice assistants are playing a growing role in consumers' everyday lives. Massive investment is underway to develop voice assistant abilities and to further integrate smart home devices to provide a seamless experience utilizing voice commands to control household devices and increase hands-free interfacing. Improving voice assistant capabilities, coupled with the ...

## 为儿童购买食品饮料 - China

“中国儿童人口的减少和日益严重的儿童肥胖问题，正迫使品牌和公司以强调天然性、营养丰富和具有体重管理功能性的高端食品饮料帮助家长。与此同时，倍受欢迎的‘不健康’食品饮料仍然可以通过加入超级食物和低/无/减宣称来保持其市场份额。”

## 家庭休闲 - China

“单身经济和宠物经济正在改变中国城市家庭结构，因此休闲市场将需要关注更多元化的家庭形式。品牌需要以更贴心周到的服务来应对，以确保能适应各种不同的休闲偏好和新增需求。”

— 赵凌波，研究分析师

## 汽车购买过程 - China

“随着2019年中国新乘用车市场销量下滑，新的机遇与挑战在该市场并存。品牌不再是许多消费者购车过程中优先考虑的因素。在车型和能源类型上提供更多选择以吸引消费者相当重要。新能源汽车市场在历经几年的衰退后，有望实现增长，因为有约半数计划购车的受访消费者有将新能源汽车作为首选的打算。家庭收入高的消费者对新能源汽车的购买意愿和期待更高。他们寻找的新能源汽车能体现自己的时尚品味或对科技的追求。他们有可能利用不同的渠道收集信息或者预约试驾。”

– 夏月，研究分析师

## 洗手洗浴用品 - China

“沐浴和泡澡在现代消费者日常生活中的分量日益加重。沐浴或泡澡的目的不再仅仅是清洁，而是会凭借有护肤功效的泡澡/沐浴产品成为消费者护肤流程的一部分，并且搭乘芳香疗法之势，成为一种放松和提升整体健康的方式。”

– 李玉梅，高级研究分析师

## 酒精饮料的消费习惯 - China

“白酒的主导地位不可撼动，并不意味着酒品类一成不变。西方烈酒的发展和购买渠道的格局变化提醒从事该行业的企业应保持警觉。由于年轻一代对该品类越来越重要，满足该群体需求的创新或将成为进一步增长的灵感所在。”

## 食品杂货零售 - China

“食品杂货零售市场已准备好向高端化迈进。生鲜食品稳居关注焦点，吸引孩子的注意力则可以作为龙头企业的差异点。线上线下整合零售地位稳定，直面消费者模式这种对生鲜食品零售的新鲜方式预计对该市场将有所影响。”

– 施洋，研究分析师

– 周同，研究分析师

## 现饮渠道的咖啡消费 - China

“消费者认为，想要制作一杯理想的咖啡，来自知名产地或知名品种的咖啡豆必不可少。除了仅仅宣传产地或品种名称，商家还可以介绍来自某些知名咖啡产区的咖啡豆所具有的独特本质属性。此外，咖啡店可以开发含咖啡提取物的零食或甜品，以及推出自有品牌的即饮咖啡，以迎合更多场合，如在途饮用、餐后或下午茶点心等。”

## 酱料和调味品 - China

“该品类正处于稳定增长阶段，行业向集中化发展。品类的未来在于扩展家庭消费，并打造更多有益健康的产品。消费者健康意识的提升不仅反映在他们对于原料的敏感，也体现在烹饪习惯的改变。国外酱料不俗的渗透率意味着其在国内市场的增长潜力和跨界发展机会。”

– 吴珍妮，研究分析师