

February 2022

American Values - US

“The past two years have been marked by uncertainty, social tension and political division for Americans. This unprecedented period of time in US history has affected Americans’ outlook on the country, their fellow Americans and their own personal American values. As the country begins to recover from the COVID-19 pandemic ...

Attitudes towards Home Living - China

“It is important for home brands to strike a balance between quality, design and value to win in a very fragmented market. At the same time, they need to be more vocal in promoting themselves as design or lifestyle trendsetters, as in the fashion or beauty industry.

The proliferation of ...

Bem-Estar: Um Estilo de Vida - Brazil

“Em um momento em que faltam bases estruturais no Brasil para proporcionar acesso a uma melhor qualidade de vida, as marcas e empresas tem espaço para atuar de maneira mais ativa com foco na promoção do bem-estar. A busca por bem-estar envolve todo o universo que cerca os consumidores, desde ...

Black Consumers' Culture & Community - US

“Many Black adults have positive attitudes toward their heritage and cultural roots. They share an immense pride in their ancestry yet still believe they have the power to control the results of their lives. With deep honor in who they are, many of these same adults are insecure about how ...

Breakfast Eating Habits - Motivations and Attitudes - Canada

Attitudes towards Beauty and Grooming Routines - UK

“Pent-up demand in Q1 2022 will help drive consumer engagement with beauty/grooming routines, especially for those daily routines which have foundered since the start of the pandemic, notably applying makeup. There are opportunities to further boost consumer engagement with beauty/grooming routines by boldly conveying the confidence-boosting and wellness ...

B2B Health and Protection Insurance - UK

“The next few years could see a rise in health insurance claims costs, perhaps substantially, due to a rise in illnesses and diseases that have gone undiagnosed or unchecked during the pandemic. Such delays will increase the need for more invasive and costly treatment further down the line, which will ...

Beverage Blurring - China

“Under the ongoing sugar reduction revolution in non-alcoholic drinks, natural ingredients such as fruits provide another approach besides sugar substitutes in delivering flavoured options with different sweetness to cater to different consumers’ needs. With the evolving role of non-alcoholic drinks in supplementing nutrition and blurring boundaries between categories, opportunity also ...

Brand Overview: BPC - UK

“Although consumer concerns around COVID-19 have declined, the ongoing disruption in terms of working habits and travelling occasions means there is a risk of BPC purchase rationalisation. This will benefit mass-market brands with a reputation for accessibility, while the increase in cost of living triggered by rising inflation will put ...

Broadband and Bundled Communication Services - UK

“Breakfast is the meal occasion that is most rooted in habit. The pandemic, however, has forced change on the occasion with shifting work arrangements. In this next normal, foodservice operators need to ensure that individuals can get the menu items they crave with minimal friction using the technology they rely ...

Car Marketing & Retailing - China

“Specialised automotive platforms remain the main channel among car owners for car purchase-related information, but new online channels, such as social media and short video platforms, have been gradually accepted, mainly by young consumers. Brand apps have become an effective portal for brands to establish bonds with car owners online ...

Car Review - UK

“The UK car market is beginning to re-emerge from the disruption caused by the COVID-19 pandemic. Current interest is focused on used vehicles with demand for new cars expected to accelerate in 2022. While price and value are key demands interest in innovations and environmental benefits are notable for wealthier ...

Circular Shopping: Resale and Rentals - US

“Consumers’ shifting sense of ownership, increased focus on value, and desire to behave more sustainably are contributing to the rise of circular shopping. While there are barriers and challenges to overcome, secondhand shopping, rentals, and resale of personal items will become more adopted by both consumers and brands in the ...

Computers - UK

“COVID-19 has changed where people carry out their work and some are likely to have moved further away from the office due to family or financial reasons. Therefore, tablets can be marketed as the ideal product for the longer commutes, with consumers prioritising these devices for media consumption, with ...

Consumer Snacking Trends - China

“COVID-19 has prompted some consumers to upgrade their broadband to faster speeds to cope with the increased demands of working, schooling and spending more leisure time at home. However, there is significant headroom for growth of full fibre and gigabit take up. Providers need to promote the potential benefits to ...

Car Purchasing Process - China

“With the continuous rebound and growth of the domestic macro economy in China, more consumers in the auto market have had the chance to satisfy their need to purchase another car or replace a car, leading to a noticeable increase in the year-on-year growth of new car sales volume. At ...

Christmas Gift Buying - UK

“Christmas 2021 was not the uninterrupted event that many had hoped for, but there was a clear sense of making the best of it from consumers. The retail sector experienced a record level of demand, beating the levels seen pre-pandemic in 2019, although rising inflation played its part in boosting ...

Computer Security - UK

“Computer security increases in importance as digitisation and the number of connected devices grow at unprecedented speeds. COVID-19 served to propel the speed of transition and the market expanded correspondingly. At the start of 2022, heightening tensions between East and West are now causing further cyberattack concerns, while the continued ...

Consumer Payment Preferences - UK

“Contactless card payments have accelerated due to the pandemic and the increase in transaction limits. Despite cash usage declining significantly, it will continue to play an important role for the foreseeable future with consumers prioritising familiarity. For younger consumers, speed is the key consideration for payments and there is more ...

Convenience Store Foodservice - US

“The snack market is expected to continue its growth momentum after the pandemic, largely driven by consumers’ habitual snacking and the pursuit of healthy and quality products. Given an increasing level of market specialisation and consumers’ mixed views towards healthy snacking, brands are recommended to leverage innovative flavours through free ...

Cooking Sauces and Pasta Sauces - UK

“As COVID restrictions lift and consumers return to workplaces and out-of-home leisure, at-home meals will be hit, including cooking and pasta sauces. The income squeeze in 2022 will limit this effect. The long-term shift to more working from home opens up everyday lunch as a new opportunity for the market ...

Critical Illness Cover - UK

“The critical illness cover market bounced back well in 2021 after a challenging 2020. Company activity has focused on product development in line with consumer demand and interests, as well as incorporating industry standards. Consumer research highlights that there is still progress to be made to demonstrate the value of ...

Dips and Savory Spreads - US

“The time is ripe for brands to inspire and extend use occasions and frequency. Snacking and social occasions should continue to be nurtured yet updated to meet changing mealtime dynamics. The distinction between meals and snacks is eroding creating opportunities for healthy, nutrient-dense snacks that can take the place of ...

Emerging International Cuisine Tracker - US

“International cuisine consumption has increased year over year, as consumers return to dining out. Younger consumers continue to prove most adventurous in emerging international cuisine consumption, including cooking at home. With value being at the forefront of consumers’ minds, brands and operators will have to compete to be included in ...

“C-store foodservice is in a unique position, as it must first consider how gas prices will affect foot traffic. Loyalty programs are an important tool in connecting in-store purchases to paying less at the pump. Supporting other trends in-store, like BFY options, trending flavors, delivery and even sustainability helps connect ...

Crisps, Savoury Snacks and Nuts - UK

“While there is much openness to healthier products among users of crisps, savoury snacks and nuts, taste takes priority over healthiness for most. While curbs on volume promotions under incoming regulations will have a limited impact on the market, the loss of in-store visibility for HFSS food and drink ...

Digital Trends: Hardware - Canada

“It has been a relatively tough year for the tech hardware industry. The COVID-19 pandemic drove many consumers to purchase hardware during the initial stages of the lockdown but, after that initial spike, tech purchase rates declined. To top it off, component shortages and shipping issues have made stock sporadic ...

Drug Stores - US

“Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Fan Economy - China

“Today’s more sophisticated Chinese consumers are seeking a deeper connection with brands beyond products and are growing to become brand fans. The job of brands is not only informing consumers of the latest trends, but also providing a sense of companionship and reflecting their values and personality. In response, brands ...

February European Retail Briefing - Europe

"Caring for the environment has become a higher priority across Europe and more and more shoppers are being influenced by concerns around this when it comes to their purchasing behaviours, an area looked at in Mintel Trend Buydeology. According to Mintel's Sustainability Barometer March 2021, from 47% to 64% of ...

Feeding the Family - US

"Feeding the family is largely about meeting the needs of parents. Effective brands will need to concentrate more on being healthy and convenient solutions for time-strapped parents and less on being indulgent treats for kids."

Fighting Sports - US

"Fighting sports have several reasons for optimism. Its fandom appeals strongly to certain demographics often sought out by brands – namely Gen Z and multicultural consumers. Boxing and MMA are growing and create destination events for fans. Combat sports are open to new types of partnerships and sponsorships across a ...

Flavor and Ingredient Innovation on the Menu - US

"Restaurant sales increased in 2021; however, the foodservice industry is still facing hurdles on the road to recovery. While operators are streamlining menus amid labor and supply issues, innovative menus will be critical for attracting consumers to restaurants, especially while inflation erodes purchasing power and prompts consumers to cut back ...

Full-service Restaurants - US

"Nimble and innovative full-service restaurant operators are strengthening their off-premise operations to serve expanded consumer needs for value, safety and convenience. Consumers' enthusiasm for dining out is driving much of the segment's recovery and lends operators the opportunity to differentiate on experience. As the segment continues to battle inflation, supply ...

February UK Retail Briefing - UK

"Periods of inflationary or deflationary pressure are common place within the retail sector. However more unique to the current period is that almost all retail categories are experiencing the same upward trend, and this is being mirrored outside of the retail sector as well. This cumulative price pressure from all ...

Festive Foods - China

"Due to COVID-19, traffic restrictions undermine family reunions and unveil booming me-time scenarios, resulting in increasing spending on Western festivals especially Christmas and Halloween featured with hedonic atmosphere and demand on better-for-you traditional festivals foods. Meanwhile, other long holiday festivals, namely the Moon Festival has seen opportunities in growing consumer ...

Fish and Shellfish - US

"The intimidation factor is a strong deterrent that is hampering more diverse participation in the fish and shellfish category and, despite some cooking burnout, it's time to address the issue. Rising food prices coupled with unprecedented labor issues are forcing foodservice operators to scramble to recover from the fallout of ...

Fruit Juice, Juice Drinks and Smoothies - UK

"With the 'food as medicine' concept gaining traction during the pandemic, functional benefits will be key to keeping fruit juice and smoothies on the menu during the income squeeze in 2022. Positioning these as supplement alternatives can boost usage frequency, while there is untapped potential for brands in this market ...

Gaming Trends: 2022 - US

"The gaming industry continues to grow even as COVID-19 variants shut down major industry events and hardware shortages limit stock in stores. Gamers themselves remain interested as both players and as viewers, motivated by their desire to see gaming crossover with other forms of entertainment."

– **Brian Benway, Gaming ...**

Hábitos de Consumo de Snacks - Brazil

“A nova rotina imposta aos brasileiros pela COVID-19 favoreceu o consumo de snacks, levando a um crescimento da categoria. Após dois anos de pandemia, preocupações com a saúde e com a situação econômica têm gerado mudanças no comportamento dos consumidores, que vêm tentando reduzir o consumo de snacks a fim ...

Haircare - China

“Growth of China’s haircare market is driven by consumers’ fragmented needs for better haircare solutions, which eventually resulted in premiumisation and increased repertoire. In order to maintain future growth, brands need to serve consumers’ diverse needs for precise and convenient solutions both in shampoo and haircare segments such as colour ...

Hispanics and Foodservice & Delivery - US

“Engagement with the foodservice sector remains at dampened levels as a focus on savings and safety keep consumers cooking more at home. Restaurants will need to work harder at proving value in tighter financial times. Positively, there’s a desire to regain lost time and celebrate special occasions (big or small ...

Holiday Celebrations - Canada

“Holiday celebrations are built on tradition, making it a very stable industry for stakeholders; its cyclical nature of consumer expenditure makes it highly predictable. The importance of nostalgia at the holidays means that consumers want to be consistent and repetitive – while it also creates opportunities for companies that leverage ...

Household Cleaning Equipment - UK

“The needs-based household cleaning equipment market, which is somewhat cushioned from adverse economic scenarios like rising inflation, will stabilise over the next couple of years. Brands will face the challenge of maintaining engagement in a post-pandemic world, but environmental and social

Hair Colourants and Styling Products - China

“As consumers pay more attention to hair beauty as part of their overall appearance and style, hair colourants will remain on an upward trend over the next five years. At this point, driving penetration of home hair colour with easy-to-use products is a priority in this category, as inconvenience has ...

Health Management Trends - US

“Adults are optimistic about their health management efforts, with many recognizing that in order to maintain good health, it takes continuous effort. As consumers navigate the post-pandemic landscape, there is a great opportunity to lean in to the swelling holistic health movement. The pandemic has caused a seismic shift in ...

Hobbies and Interests - UK

“The pandemic has raised the importance of hobbies in people’s lives, and seen many adults take up brand new interests, revisit old pastimes and rediscover a sense of childhood play. Hands-on physical activities offer digital downtime and provide a therapeutic pressure valve in a stressed society.”

– John Worthington ...

Home Insurance - UK

“The UK home insurance market is at an inflection point. After years of stagnation, the value of gross written premiums is trending upwards. The significant rise in inflation over the last year is increasing the cost of claims, and in the process average premiums. Meanwhile, new regulation on premium pricing ...

Household Paper Products - US

“Few events have the power to turn the products of a mature, highly-saturated market into a rare commodity, but that’s what COVID-19 did to the household paper market. When the pandemic struck in 2020, the category posted 20.9% growth and added more than \$4 billion in sales for the ...

sustainability initiatives in product innovations and marketing activities focused ...

In-store Bakery - US

“The in-store bakery pulled itself up from the loss faced during early pandemic months to post a record year of sales growth in 2021. In the context of prolonged elevated reliance on retailers and at-home food, a spotlight is shining on all grocery categories that can help consumers break the ...

Leisure Trends: 2022 - US

“Two years of sustained uncertainty have left Americans hungry for the joy and relaxation that leisure time provides. Yet three quarters of adults are not yet fully comfortable with returning to their favorite out-of-home pastimes. In-home leisure will remain an appealing option, especially in the face of inflation, and out-of-home ...

Lunchtime Foods in Retail - UK

“The easing of COVID-19 restrictions from summer 2021 has enabled lunchtime foods in retail to begin to recover from the significant blow that the pandemic dealt on them. Whilst the income squeeze in 2022 will push some to scrutinise these purchases more closely, longer-term opportunities lie in the at-home lunch ...

Menu Trends - UK

“The proportion of flexitarians continues to rise annually, with one in three meat eaters having reduced/limited meat consumption. Fuelled by greater awareness of the benefits of eating less meat, and the current yearning for variety in their diets, the latest phase of vegetarianism is also underway, and therefore one ...

Nail Color and Care - US

“After the pandemic lockdowns of 2020 eased, and consumers began returning to salons in 2021, the nail color and care market still thrived. There are a number of opportunities for nail brands – from cross-category collaboration, to increased environmental sustainability efforts. Technology will also increasingly play a role in nail ...

Leisure Outlook - UK

“The first signs of how inflation will impact the foodservice market are beginning to show. Takeaways remain a popular option with consumers’ substituting evenings out with evenings in, meanwhile those heading out for a meal are favouring full-service restaurants that justify the expense by offering something extra special”.

Lifestyles of Generation Z - UK

“Generation Z are anxious about their future which isn’t surprising considering the uncertain climate they are facing as they enter adulthood. They have been labelled as the socially conscious and green generation, and while some are dedicated to fighting for social and environmental change, there are many other ways in ...

Lunchtime Preferences - Ireland

“COVID-19 has changed the lunchtime space as consumers are eating more meals in home more than ever before. As many workplaces across IoI are moving towards a hybrid workplace, consumers have the freedom to spend more time making creative and innovative meals that suit their needs. Takeaway lunches and on-the-go ...

Mortgage Financing - Canada

“The current housing boom across Canada has resulted in record mortgage and consumer growth. Mortgage volumes will continue to increase, fuelled by a hot housing market and low rates. First-time buyers will be squeezed as no solutions emerge to mitigate housing affordability while rate increases, expected in the near future ...

Perceptions of Car Types - US

“Consumers have varying perceptions across car types – with SUVs and sedans being the most positively viewed. Moving forward, automakers and retailers will want to provide consumers options of car types and focus on communicating the benefits of each. As price remains a top consideration factor, ongoing economic uncertainties and ...

Personal Loans - UK

“The pandemic and successive lockdowns drastically impacted the personal loans sector, limiting spending opportunities and reducing the need and willingness to make big-ticket purchases. Consumers will remain cautious about their spending and borrowing as the cost of living rises. However, some people will have to consider personal loans to make ...

Schools, Universities and Hospitals - UK

“The prospects for the UK market for new construction of schools, universities and health facilities are strong, driven by a significant increase in public capital expenditure on schools and hospitals as the government starts to tackle the condition of both estates by committing to long-term capital investment.

Key commitments include ...

Skin Conditions - US

“The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

Snacking Motivations and Attitudes - US

“Most Americans snack multiple times a day, and snacking frequency is likely to continue to tick up, driven by young consumers who view snacking as playing a more central role in their dietary lives. There is ample opportunity for healthier, more nutrient-dense snacks and for non-snack foods to be recast ...

State of Retail & eCommerce - US

“The industry remains resilient in the face of ongoing challenges that include not only the lingering pandemic, but also inventory issues due to supply chain disruption, staffing shortages and the rising cost of goods and services – all issues that will lead to more consumer shopping behavioral shifts. Retailers must ...

Private Traffic: Direct-to-consumer Retailing - China

“Private channels have received great attention as a direct result of ecommerce development in the wake of the outbreak. However, brands need to be aware that private channels are not the answer to all the problems associated with the rising costs of customer acquisition. Leading ecommerce platforms are still the ...

Shaving and Hair Removal - UK

“COVID-19, coupled with an increasingly casual culture, have deprioritised hair removal. Boredom with the current product offering, alongside consumer expectations of discounting, continue to erode market value for the UK’s shaving and hair removal products. However, growth among newer, fresher brands points to consumer interest in products that offer more ...

Snacking Consumption Habits - Brazil

“The new routine imposed by the COVID-19 pandemic favored the consumption of snacks, leading to a sales growth in the category. After two years of pandemic, health and economic concerns have generated changes in consumer behavior, as they have been trying to reduce snack consumption to control calorie intake and ...

Soap, Bath and Shower Products - US

“After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness. Consumers’ intention to ...

Still and Sparkling Waters - US

“Packaged water is a growing market within the wider beverage industry stemming from a large base of dedicated bottled water users and increased sales of premium, flavorful, and functional waters. Water’s inherent healthfulness makes it an ideal platform for ...

functional innovation; unique functional claims not only allow water brands to ...

The Car Purchasing Process - Canada

“Buying a vehicle can be a stressful process. And with the microchip shortage impacting inventory and thus vehicle pricing, there are clear challenges that the industry faces. Concerns among consumers with overpaying for their next vehicle are palpable. The way consumers are purchasing a car is changing, with younger consumers ...

The Personal Care Consumer - Canada

“Personal care category participation is near universal, driven by the strong reliance on hygiene-related products. Canadian shoppers are seeking products that are easy to use, from brands that they know and trust. Having said this, there is considerable appetite for new and innovative products, particularly among brands that focus on ...

Touring and Adventure Holidays - UK

“The touring and adventure market will likely recover at a slower pace than the overall holiday market as some travellers remain cautious about participating in group touring holidays. Despite consumer caution, COVID-19 has created opportunities in the touring and adventure market to increase the average spend per trip as consumers ...

Wellness Lifestyle - Brazil

“At a time when Brazil lacks structural bases to provide access to a better quality of life, brands and companies have room to act more actively with a focus on promoting wellbeing. The search for wellbeing involves everything that surrounds consumers, from structural elements such as food, work and personal ...

对家居环境的态度 - China

“为了在高度分散的市场赢得成功，家居品牌需重视在品质、设计和性价比之间取得平衡。与此同时，品牌也需更积极地宣传自己在设计或生活方式方面的潮流引领者形

The Night Out - Ireland

“While the lifting of COVID-19 restrictions on hospitality/night out operators in early 2022 will help to boost overall usage and spending on night out activities, a strong increase in the cost of living as well as operating (foodservice and on-trade operators are also increasing prices) will see cash-strapped consumers ...

The Recreational Cannabis Consumer - US

“The recreational cannabis consumer is looking for a cannabis experience, though individual users define a good experience differently. As more states legalize cannabis and more brands emerge, competition to become a consumer’s go-to experience is becoming fierce. Premium products and innovative products give brands the edge they need to win ...

Trendsetters and Early Adopters - US

“Trendsetters and Early Adopters are keen to stay ahead of the curve. To connect with these segments, brands must make sure to maintain and enhance this feeling. As these consumers are inherently drawn to being first, incorporating “insider” programs, limited releases and exclusive pre-release events into campaigns would catch their ...

White Spirits and RTDs - UK

“Pressure on household incomes in 2022 will erode sales of white spirits owing to their relatively high price and discretionary nature. Promoting simple and relatively inexpensive mixed drink recipes and further NPD in smaller formats designed to hit a more accessible price point should help brands to support sales during ...

汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但如今社交媒体、短视频类等线上新渠道正逐渐被以年轻消费者为代表的人群所接受。官方App成为品牌与车主用

象，正如时尚或美容行业一样。

社交媒体上的内容营销激增为新晋玩家带来了机遇，但同时也将进一步加剧市场竞争。长远来看，那些能够意识到家庭居住状况中人口以及生活方式价值观的动态变化的品牌有望成为赢家。”

— 甘倩，研究分析师

洗发护发产品 - China

“消费者对更好的洗发护发解决方案的需求变得更加精细化，最终推动了高端化趋势和消费者使用数量的增加，进而拉动了中国洗发护发市场的增长。为了在未来继续保持增长，品牌需在洗发和护发领域满足消费者对精细化和便捷解决方案的多元化需求，比如护色/固色的洗护发产品和免洗型护发精油。”

— 蒋亚利，高级研究分析师

粉丝经济 - China

“如今，愈发成熟的中国消费者寻求着在产品之外与品牌建立更深层次的关系，并逐渐成为品牌粉丝。品牌的工作不仅在于让消费者了解最新的流行趋势，还要提供一种陪伴感，并体现他们的价值观与个性。作为对此的回应，品牌有机会组织更多的公益/环保活动，并打造贴心的品牌形象；同时正视自身的优势和缺陷，进一步让品牌粉丝参与到与品牌共创的过程之中，以展示更加接地气的形象。”

— 邵愉茜，研究分析师

跨界饮料 - China

“在非酒精饮料品类持续的减糖变革之中，水果等天然成分提供了代糖之外的另一条路径，能够帮助打造具有不同甜度的风味选择，以满足不同消费者的减糖需求。随着非酒精饮料在补充营养方面的角色不断演变，以及品类之间的界限愈发模糊，品牌同样有机会利用强化的营养和功能，助力消费者将非酒精饮料纳入其健康管理流程之中。”

— 鲁睿勋，高级研究分析师

零食消费趋势 - China

户在线上建立联系的有效窗口，除了汽车相关的信息，生活服务类的内容亦能引起车主用户的共鸣。随着汽车市场进入存量时期，品牌开始着力于通过多样化的营销新形式满足细分人群的差异化需求。同时，随着品牌对用户思维的愈加重视，以用户需求为导向的个性化定制化产品及服务将受到青睐。”

— 袁淼，研究分析师

私域流量：D2C零售 - China

“私域渠道大受关注是疫情后电商得到发展的直接结果。然而，品牌需要认识到，私域渠道并不是应对获客成本攀升导致的所有问题的法宝，领先的电商平台仍是网购消费者的首选之地。品牌需要意识到私域渠道带来的独特价值。知名品牌可以在私域渠道打造社群，以此将流量引导回旗舰店。新兴品牌或可利用私域渠道获取一手消费者数据，并致力于提供定制化服务，以满足小众需求。”

— 张鹏俊，研究分析师

节庆食品 - China

“因新冠疫情而实施的交通管制措施一方面削减家庭聚会的频率，另一方面则推进自我时光的蓬勃增长。这带动了消费者在西方节日期间的开支，尤其是气氛欢乐的圣诞节和万圣节，同时出于对自身的关注，消费者对有益健康的传统节庆食品的需求也不断上涨。由于消费者在春节的聚会受到限制，他们在中秋节等长假的食品饮料开支蕴藏增长潜力。”

— 黄梦菲，研究分析师

造型和染发用品 - China

“鉴于消费者在打理整体外观与造型风格时，对美发更为重视，染发用品市场将在未来5年保持增长态势。消费者更关注染发剂使用不便的问题，而非损伤头发或染发效果不佳，因此通过便于使用的产品驱动居家染发的渗透率是当下要务。”

过去一年，女性的美发造型产品使用率显著提升，因此该品类需改变其男性导向的形象，以迎合更多女性消费者的需求。除了打造专门的发型，美发造型产品可进一步融入护发功效，成为消费者日常头发护理流程的一部分。”

— 李玉梅，研究副总监



“后疫情时代，零食市场预计将继续保持增长势头，消费者的习惯性零食消费以及对健康和优质产品的追求将在很大程度上推动市场增长。鉴于市场细分程度日益加深，而且消费者对健康零食的看法不一，建议品牌通过免费试吃的方式推广创新口味，并利用定制化产品瞄准不同的消费者细分群体，同时不在零食的纵享属性方面做过多妥协。”

— 殷如君，高级研究分析师