

April 2022

Animal Protein and Alternatives - Brazil

“The rise in meat prices, especially beef, has led most consumers to look for more affordable substitutes, such as chicken, pork and eggs, as well as cheaper cuts and offal. Brands can invest in kits, promotions and formats that make animal protein and its alternatives less expensive, without losing quality ...

April UK Retail Briefing - UK

“Many online-first D2C success stories of recent years are now looking to take on physical space. The Ordinary, Peloton, Gymshark, Castore are all brands that have opened space in recent years. Much of this space is ‘flagship-esque’ and, as such, will not solve vacancy issues within suburban or rural areas ...

Attitudes towards Healthy Eating - UK

“Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing ‘holistic health’ ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both. The popular concepts of ‘food as medicine’ and ‘mood foods’ continue to ...

Babies' and Children's Personal Care, Nappies and Wipes - UK

“The effects of strict hygiene practises have put a focus on skin health, resulting in value growth for baby moisturisers, and a demand for specialised and personalised products. As the rising cost of living stretches families’ budgets, brands will benefit from value positioning. However, value positioning can go beyond price ...

Beauty Devices and Accessories - Canada

“The category’s association with wellness, self-care and fun will need to be leveraged as a way to motivate consumers to expand their beauty device repertoires.

April European Retail Briefing - Europe

“There is also a clear opportunity for physical retailers to tap into mounting demand for sustainability. In fact, this demand has grown with COVID-19, as expanded on in Mintel Trends Driver Surroundings. The growing environmental concerns mean that 45% - 61% of European consumers (61% in Spain, 59% in Italy, 58 ...

April UK Retail Rankings - UK

“The 2022 Retail Rankings covers the period that the retail sector battled with trading through the peak of the pandemic. The combination of the online channel giving continued access to consumers and governmental support mitigated the full brunt of the pandemic for retailers. Indeed those businesses that failed largely did ...

B2B E-Commerce - UK

“B2B ecommerce was in strong growth but this has been tempered by successive wider economic issues. Brexit disruption was swiftly followed by the COVID-19 pandemic, and consequent major deviations in GDP. Inflation and material shortages are now surfacing with worldwide pressures on fuel prices compounded by the Ukraine conflict. Despite ...

Baby Food and Drink - UK

“Pressure on household incomes in 2022 will erode sales of baby food, drink and milk by boosting scratch cooking and further reducing birth rates. Parent/toddler cooking kits and frozen baby/toddler food products warrant attention, given strong consumer interest and limited availability. The former’s appeal as a fun and ...

Black Consumers and Health - US

“Finding balance in life to maintain your health can come with many sacrifices: deciding whether to focus on mental or physical health, what to eat, drink, and how to manage a work-life balance. For most Black consumers,

Price sensitivity driven by cost of living increases will force many Canadians to cut down on discretionary purchases including beauty devices. Highlighting versatile features, added ...

BPC Ingredient Knowledge - China

“Consumers are keen to learn about ingredients in order to select BPC products that match their ideal solutions. Alongside understanding each ingredient’s effects, the functional mechanism of their interaction is also important to build a compelling story. Looking ahead, using merely single heroic ingredients can no longer feed consumers’ skincare ...

Breakfast Eating Habits - UK

“The return to workplaces and places of study has offered long-awaited support for out of home venues. Some 51% of adults reported eating breakfast out of home in early 2022, this figure set to rise further as people are asked to go back to workplaces more regularly.

The enduring shift ...

Cannabis in Food and Drink - US

“Cannabis food and drink are growing segments of the larger cannabis market, holding strong potential for future growth. Edibles are a far more established sub-market than drinkables, but consumers show interest in a variety of flavors and formats among each. Edibles also win out as an alcohol alternative, indicating that ...

Cider - UK

“Hit by COVID-19, the cider market isn’t out of the woods yet, as the rising cost of living hampers consumers’ previously enthusiastic return to hospitality. However, interest in sustainability and health provide cider brands with plenty of opportunities for driving consumer engagement with the market in the longer term.” ...

Commercial Banking and Finance - UK

straddling that line is where most seem to be as they consider their ...

Brand Overview: Food - UK

“The nation’s sweet tooth creates opportunities of growth for brands that consumers see as delicious and indulgent. However, attempts from the UK government to promote healthier nutritional habits make it more challenging for brands to tempt consumers with HFSS treats. As the rising cost of living puts the notion of ...

Cakes, Cake Bars and Sweet Baked Goods - UK

“Cakes and sweet baked goods saw a strong recovery in 2021 sales, driven by the return of social gatherings, and should be fairly well protected from the income squeeze through being an affordable treat for most people. Visual appeal is a big driver of choice in cakes, so reduced in-store ...

Cheese - Ireland

“Cheese usage has increased amongst COVID-19 and Brexit, and sales are expected to remain stable amidst the impact of the conflict between Russia and Ukraine. Even if prices are due to increase, it is believed that cheese is a popular enough product in Irish households that consumers will continue to ...

Coffee and Tea Tracker - US

“Coffee and tea consumption continues to increase year over year, as away-from-home occasions normalize. Commuting consumers will expect convenience and operators need to be ready with mobile ordering capabilities. Convenience will also be key for cold coffee options that are ready to drink at home to provide a quick energy ...

Condiments - US

“Consumers are at a crossroads: grappling to balance new routines, with rising prices and eagerness to simply explore and indulge a little. 2022 is a good time for

“The financial effects and business disruption of the pandemic have undoubtedly challenged businesses and will continue to scar some for quite some time. While this will lead to increased due diligence, risk aversion and a slowdown in certain types of banking services, it will also encourage business and lender innovation ...

Construction - UK

“The construction market, covering a variety of end use markets, has shown major variation in demand firstly with Brexit and then COVID-19. Extreme changes in demand were seen in for example the private housing RMI sector during the pandemic but the buoyancy of demand in 2020 is now strongly challenged ...

Cruises - UK

“Cruises are more reliant on affluent consumers, who are in a better position to make up for missed travel opportunities. However, the rising cost of living means cruise lines will require more effort to convert interest among those not familiar with cruise holidays into bookings. Showing its higher-value experience is ...

Customer Retention and Loyalty - Canada

“The major banks in Canada continue to enjoy an oligopoly, while digital banks attract those looking for a no-fee model and better rates on deposits. With high overall satisfaction levels, it is unlikely that the competitive positioning of the banks will change, but digital challengers have a role to play ...

Direct-to-consumer Retailing - US

“The line between direct-to-consumer brand and traditional brand is becoming blurrier as more traditional brands shift toward the DTC model to a greater degree. This – combined with more brands entering the marketplace in general – means that DTC brands have their work cut out for them in order to ...

Domestic vs Overseas Tourism - Ireland

condiment brands to lay the foundation to further extend their pandemic gains while addressing challenges to the future market. Younger adults, under ...

Consumer Trends, Attitudes and Spending Habits for the Home - UK

“Disruption from the pandemic continues to shape sentiment and feed demand. Many continue to prioritise the home, and there was an upscaling of expenditure and projects in 2021. Looking ahead, however, with inflation, supply chain issues and the conflict in Ukraine, there is great uncertainty on the horizon.”

Cuidados com o Cabelo - Brazil

“O ano de 2021 foi marcado pelo agravamento da crise socioeconômica, comprometendo o desempenho da categoria de cuidados capilares. Nesse contexto de orçamentos mais restritos e de busca por praticidade, os brasileiros deram preferência aos fios ao natural e à realização de tratamentos químicos em casa. Entre os brasileiros que ...

Direct to Consumer - UK

“Selling directly to consumers is not a new concept, but the rise of ecommerce over the past decade has provided for the foundations for it to be a more disruptive concept across all sectors, from automotive to media distribution. For retailers the modern D2C model has proved the platform for ...

Diversity, Equity and Inclusion - US

“In the past year, more brands and companies have turned their attentions to improving their diversity, equity and inclusion both internally and externally. Although consumers are noticing these efforts and seeing certain positive effects, the majority feel there is still a long way to go make workplaces, media and branding ...

Electrical Goods Retailing - Europe

"The number of consumers taking a holiday (domestically or overseas) took a massive decline during COVID-19. Consumers have concerns surrounding travel as the risk can be higher of contracting the virus and have been seeking out alternative holidays such as staycations. Companies will need to offer new innovative holidays in ...

Electrical Goods Retailing - France

"After the exceptional years of 2020 and 2021, growth in the household appliances and consumer electronics market is likely to stall in 2022. Many households will redirect part of their spending towards services, leisure activities and holidays and the cost of living squeeze will put electrical goods lower down on ...

Electrical Goods Retailing - Spain

"The Spanish electrical retail sector is showing signs of recovery with consumer spending on the category and sector sales lifted by the easing of COVID-19 restrictions. With the rising cost of living threatening to dampen future demand and consumers increasingly conscious about the impact their purchasing decision is having on ...

Energy Drinks - US

"Energy drink sales soared throughout 2020 and 2021, driven by pandemic-related stressors and increased work and home responsibilities. Sales will remain strong as more consumers continue to purchase energy drinks in multipack formats. Brands face an opportunity to celebrate consumers' return to social activities and increased consumer interest in health ...

Evolving Retailing Trends: Guochao - China

"Guochao is a trend of dynamic development, with traditional culture as its core value. It is necessary for brands to demonstrate their on-trend spirit through form/content innovation, such as digitalisation and fusion of popular culture. Traditional cultural elements are the core value of Guochao, and they are also the ...

"In Europe, the COVID-19 pandemic has given a boost to electrical goods spending thanks to the increased amount of time consumers were being forced to spend in their homes, which focused their attention on how they might improve their immediate surrounding. Significantly in 2021, many consumers continued to turn to ...

Electrical Goods Retailing - Italy

"The electrical goods retailing market was one of the most resilient during the pandemic as people spent more time than ever before in their own homes. It continued to perform well into 2021, although our consumer research suggests purchasing levels fell back after their 2020 peak. However, there are dark ...

Electrical Wholesalers - UK

"Prospects for the electrical wholesale market are set to remain highly competitive, compounded by increased competition from online and multichannel retailers.

Ethnic Restaurants and Takeaways - UK

"Flexible working practices have resulted in a dispersed consumer base, making it less viable for foodservice operators to rely on earnings from one retail format. Therefore, alternative concepts including street food markets, dark kitchens and drive-throughs will enable ethnic foodservice brands to expand their catchment areas and make ethnic cuisines ...

Exercise Trends - UK

"While gyms and other paid exercise venues are seeing a rapid return of customers following the lifting of COVID-19 restrictions, the looming cost-of-living crisis threatens to push people back to the cheaper in-home and outdoor activity they became accustomed to during lockdowns."

– David Walmsley, Senior Leisure Analyst, April ...

Facial Masks - China

“As consumers are explorative in the usage of facial masks, brands are suggested to offer facial masks of various formats to satisfy their needs under different skin conditions and of different target groups. For two leading formats, specialisation of sheet materials can endorse functionality of sheet masks, and rinse-off masks ...

Foodservice Loyalty - US

“Though establishing consumer loyalty requires competency in providing high-quality food and beverages, maintaining it is a challenge that most foodservice operators are tackling by launching loyalty and subscription programs. Points- or tier-based programs are becoming ubiquitous in the industry, but ongoing labor, inflation and supply chain challenges make it difficult ...

Gaming Merchandising Opportunities - US

“The power of fandom that propelled Pikachu to superstardom is a force all video game brands should look to capture. As the internet evolves into Web 3.0, new opportunities and channels for merchandising are sure to emerge; successful brands are already making moves to ensure they will be ready ...

Handbags and Accessories - US

“Changes to lifestyles stemming from the pandemic and rising prices are impacting how consumers shop for handbags and accessories. They are shopping less frequently and approach the category more consciously. As a result, consumers will look to spend wisely on items that last and shop brands and products they feel ...

In-home Lifestyles - US

“The mentality of having a home base epitomized life at home throughout the pandemic, and consumers embraced gratitude for everything their abodes allowed them to accomplish. Brand support has been critical to helping consumers embrace life by bringing a variety of comforts directly into the home. Economic uncertainty will keep ...

Feminine Hygiene and Sanitary Protection Products - US

“Positive category growth trends have been influenced by a more dynamic competitive landscape and increased usage of feminine hygiene products. Motivations have moved beyond strictly functional as consumers look for feminine care solutions that support their overall health and values. Looking forward, expanding usage occasions beyond menstruation and supporting women’s ...

Free-from Foods - UK

“As concerns about inflation and the rising cost of living intensify, free-from products face growing pressure to justify their presence in consumers’ shopping baskets. Messaging around the environment remains a key one for operators even amidst these pressures given the long term expected greater emphasis on this area.”

Haircare - Brazil

“Last year was marked by the worsening of Brazil’s socioeconomic crisis, which has affected the haircare category performance. In a context of tighter budgets and search for practicality, Brazilian consumers have preferred natural hair and at-home chemical treatments. Among those with curly and coily hair, the celebration of their ancestry ...

Ice Cream and Frozen Novelties - US

“Sales of ice cream and frozen novelties remain elevated far beyond the pre-pandemic baseline, though have entered a period of stabilization as consumers eagerly return to out-of-home experiences and manage soaring grocery spend. Exciting flavor profiles, snackable formats, premium concepts and experiential tactics can keep consumers engaged, justify higher prices ...

Instant Foods - China

“The instant food market experienced a decline in the past year due to the significantly-reduced in-home consumption compared to the pandemic period. Faced with competition from ready meals and delivery foods, instant food brands would need to further enhance ‘plus’ attributes in the products and leverage occasion-based marketing to sustain ...

Juice - Brazil

“The juice market has benefited from consumers’ search for a healthier lifestyle, though the economic crisis pushed preferences toward more affordable brands and categories. The category must offer more economical options without forgetting good health, the main consumption driver.”

– **Laura Menegon, Food and Drink Analyst**

Major Domestic Appliances - UK

“The booming housing market has been good for the major domestic appliance market despite continued COVID-19 related uncertainty. The years ahead are more uncertain however, with spending having been brought forward and the rising cost of living crisis set to make many consumers reconsider big-ticket expenditure.”

Managing Skin Conditions - China

“In addition to daily repairing and stabilising, problematic skin consumers also seek advanced skincare benefits, holistic skin health solutions and suitability for sensitive skin claims in colour cosmetics products. Brands can think of building strength in treating specific skin issues, expanding product lines with advanced products, and positioning as a ...

Men's Haircare and Skincare - UK

“Both men’s skincare and haircare witnessed a slight value decline in 2021, driven by savvy shopping behaviours caused by concerns around rising inflation. More effective positioning of products will help to drive usage, for example, better alignment between prevalent skin concerns and specialist formats will shift males away from usage ...

Mobile Network Providers - UK

“There is a significant section of consumers that consider the environmental initiatives run by mobile network providers when deciding which operator to pick. Providers should create advertising campaigns specifically based around these projects, instead of the customers having to proactively find that information.”

Lifestages in Financial Services - US

“Financial goals constantly evolve as consumers face complex personal decisions and the need to weigh financial implications of major life pursuits. The youngest group of consumers are learning about personal finance through numerous digital channels, yet their priorities remain diverse as they focus on education and career. Financial concerns proliferate ...

Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

Marketing to Gen Z - China

“The key to marketing to Gen Z is understanding their diversity and inclusivity. They are more open to new thinking, culture, trends and lifestyles, while at the same time, well aware of the learnings older generations have left them. That is partly why they appear so complicated. In terms of ...

Menswear - UK

“The beginning of 2022 has seen significant pent-up demand for menswear as lifestyles reverted to more normalised routines. However, as the income squeeze begins to bite, spending on the category is likely to be hit as people prioritise spend on essential items and categories such as travel and leisure that ...

Motor Insurance - UK

“Regulatory change marks a new era in the motor insurance market. Pricing and customer retention strategies will evolve throughout 2022 as insurers respond to the changes. Inflation poses a significant challenge for the market, causing claims costs and premiums to rise. Innovation demonstrates the opportunities for this market to enhance ...

National Newspapers - UK

“Although Mintel research indicates that there will be a core group of loyal print national newspaper readers for many more years to come, the trend toward digital could accelerate further over the next several years. The expansion of the proportion of people comfortable with consuming news online, the rising cost ...

Online Grocery Retailing - US

“Rapid adoption of grocery ecommerce amid the pandemic required retailers to move quickly in an evolving digital landscape. Consumers are continuing to adapt to life amid COVID-19, as convenience and value overtake pandemic concerns as drivers for online shopping. In the years ahead, ecommerce will grow to comprise a higher ...

Private Label Food and Drink - US

“While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just ...

Property and Casualty Insurance - US

“P&C insurers have been able to pull away from the apex of the pandemic relatively unscathed, but the current economic climate is shaping up a challenging 2022 for providers. For auto, inflationary pressures amid supply chain issues have ramped up the costs of replacement parts, repairs and rental cars. Homeowners ...

Restaurant Takeout and Delivery - US

“Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further. As technological and operational advancements strengthen off-premise offerings across the industry, operators will need to compete on delivering the ...

New Energy Cars & Smart Cars - China

“The environmental trend of NEVs is more recognized by users, while the interest of female car owners and replacement car buyers in NEVs has increased significantly. Intelligence has become the winning key for NEV brands. Car users not only expect BEVs to feature a more high-tech appearance but also want ...

Plant-based Drinks - China

“New product development is crucial to the growth of plant-based drinks. Soya-based drinks is promising thanks to high-quality content endorsed by the national nutrition guide. Opportunity also lies on claiming ingredients with well-recognised functional benefits especially probiotic. In terms of communication, brands can establish themselves as Moral Brand that acting ...

Produce - US

“The produce market is riding the lockdown-induced boost it experienced due to increased consumer cooking at home, a trend that will extend through 2022 as consumers grapple with the aftershocks of pandemic-related inflation – now compounded by the crisis in Ukraine. As consumers look for ways to feed their families ...

Proteína Animal e Alternativas - Brazil

“A alta nos preços das carnes, especialmente a bovina, tem obrigado a maioria dos consumidores a encontrar substitutos mais baratos como carne de frango, suína, ovos, cortes mais baratos e miúdos. Nesse cenário, as marcas podem investir em kits, promoções e formatos que tornem as proteínas animais e suas alternativas ...

Seasonal Shopping (Autumn/Winter) - UK

“The lingering impact of the pandemic on households have been made more complex by further economic uncertainty amidst rising living costs and inflation as well as geopolitical turmoil - all of which are set to influence consumer confidence. In 2021, spending on seasonal events was well on its way to recovery ...

Senior Food and Drink Solutions - China

“Health is in the lime light but indulgence still matters to seniors. In short term, nutrition label and health claims are still key consideration. In the long run, seniors are looking forward to specialized indulgent food and drinks which balance nutrition and taste well. Claims associated with dysfunction and ease ...

Sexual Health - UK

“The UK market for sexual health products has returned to growth following the lifting of COVID-19 restrictions. During the pandemic, when opportunities for sex became more limited, content strategies were forced to pivot. This created a new narrative for condoms, lubricants and sexual health brands. As well as breaking down ...

Shopping for a Car Online - US

“While the broader automotive industry continues to struggle with inventory and availability, shopping for a car online has become an increasingly viable alternative for consumers looking for vehicles. As inventory challenges and rising prices persist, the adoption of online car shopping will continue and online car marketplaces must look to ...

Smartphones & Wearable Technology - US

“In many respects, the market for smartphones and wearables is positive. Consumer interest in the category is strong and barely dampened by the pandemic. Meanwhile, the mainstreaming of 5G should eventually encourage smartphone upgrades. However, an uncertain economy could stunt growth. Smartphone upgrades may be delayed and purchase of wearables ...

Sports Gambling - Canada

“With the launch of the iGaming Ontario market, the sports betting landscape in Canada has fundamentally changed. Third-party sportsbooks are now legally able to register with the AGCO and operate in the province, with other provinces eyeing the move and likely aiming to follow suit. In Ontario, the government-run PROLINE ...

Seniors' Leisure Time - China

“The market shows great potential for brands in fitness, online community and travelling. Innovative business models need to keep up with the emerging seniors seeking high-quality leisure life where both treats and self-esteem needs can be fulfilled. At the same time, the market is being tested by the unpredictable closures ...

Shampoo, Conditioner and Hairstyling Products - US

“The shampoo, conditioner and hairstyling products market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Although the disruptions brought on by the pandemic didn't lead to a massive decline across the total market, COVID-19 ...

Smart Home - China

“The words ‘smart home’ have become highly familiar to many Chinese consumers, with various smart devices available in the market and brands constantly marketing ‘smartness’ across all types of home appliances and devices. Despite consumers’ strong interest in having a smart home, ownership of various smart devices (excluding smart TVs ...

Sports and Performance Drinks - US

“While the increased demand for functional nutrition seems as if it would benefit the sports and performance drink category, the growth in functional claims across food and drink categories not only increases competition, it blurs category lines. Brands can respond in two directions: by doubling down on fitness, claiming specific ...

Sucos - Brazil

“A categoria de sucos tem se beneficiado da busca por um estilo de vida mais saudável, adotada por grande parte dos brasileiros, ainda que em decorrência da crise econômica os consumidores estejam migrando para marcas e categorias mais acessíveis. A categoria deve oferecer opções mais econômicas para os consumidores, sem ...

Sustainability in Beauty & Personal Care - UK

“Although consumer awareness of environmental issues is a cause of anxiety, the proportion buying eco-friendly BPC products has not changed significantly in recent years. Consumer confusion and cynicism around green claims underpin this, highlighting the need for universal industry standards and regulation around eco claims, particularly as many also defer ...

Tea Drinks - China

“RTD tea drinks returned to its growth trajectory in 2021 with resumed out-of-home consumption occasions, while tea bags still achieved strong growth with increased innovation activities. It’s important to pay more attention to consumers’ evolving taste preferences with a diversified product portfolio, including pure and niche tea offerings with health ...

Technology in Leisure and Foodservice - UK

“Integrating a range of digital tools can help leisure venues enhance their overall appeal by creating more interactive, engaging and frictionless experiences. The use of technologies such as geotagging along with AR can broaden leisure activities, whereas virtual guides and concierge services can aid discovery of new towns. Longer term ...

The Modern Sports Fan - Canada

“Modern sports fandom is evolving rapidly. Fans have been empowered by digital innovations and now have control over where, when and how they consume sports content.

The result is an industry full of opportunities, but also threats for the current leaders that will be forced to adapt to keep up ...

Travel in 2022 - Canada

“It is no surprise that the travel and tourism sector has been among the most negatively affected by the COVID-19 pandemic, however 2022 appears to be a big step on the road to recovery. Canadians are excited to get back out there, with many planning on taking the trip of ...

Sustainability in Travel - UK

“As brands compete closely on price, product and ease of booking, an ethical reputation can be a key point of differentiation. The ‘next normal’ will see consumers demand an increased standard of sustainability transparency, where travel companies are expected to provide information proving exactly how they are working towards climate-positivity ...

Tech & Wellness - US

“Technology touches nearly every aspect of modern consumers’ lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans’ ...

Teen Lifestyles - US

“Teenagers are currently in a formative period of their lives. During these years of adolescence, teens not only face academic and social pressures but are also working to carve out their own identities and figure out their place in the world. For many, the uncertainty and social restrictions of the ...

The Protein Report: Meat and Meat Alternatives - US

“Protein is the focal point of consumers’ plates as well as discussions of health, sustainability and ethics. As consumers continue to lean on home cooking during inflation’s prolonged grip on wallets, they must decide how their definitions of value translate into their protein purchasing priorities. Balancing mealtime satisfaction with affordability ...

Travel Loyalty Programs - US

“Just as the pandemic caused changes in travel writ large, so too, it has changed travel loyalty. A movement away from an emphasis on travel frequency and toward partnered spending has already occurred, and consumers are satisfied with the shift. Changes in business travel are forcing loyalty programs to shift ...

Travel Money - UK

"Demand for travel money is set to soar this year as people take overseas holidays again in greater numbers. However, we won't see an immediate return to pre-pandemic levels. This is partly because of lingering COVID concerns and, more pertinently, the fact that the UK is facing one of the ...

Trends in Baked Goods - Canada

"The fact that almost every Canadian has enjoyed baked goods over the past three months leaves little room for growth from a penetration standpoint, but offers hope that consumer enthusiasm can be translated into growth through increased occasions. While health concerns will limit the types and quantities of baked goods ...

中老年休闲生活 - China

"健身、线上社群与旅游品牌目前拥有巨大的市场潜力。创新商业模式需要跟上新兴中老年人群体的步伐，满足他们对高质量休闲生活的追求，让他们能同时获取享受和自尊双重追求的休闲生活。与此同时，新冠疫情的爆发导致休闲市场面临不可预测的停业难题。在这个史无前例、充满不确定性的时期，各品牌或需采取能够线上线下吸引各类中老年消费者细分的服务模式。"

— 侯彦，高级研究分析师

健康生活趋势 - China

"为满足消费者对预防性保健解决方案的期待，大健康市场中的企业应专注构建垂直医疗保健体系，帮助人们预防特定疾病。企业可通过创新策略脱颖而出，包括从心理健康的角度来管理疾病、营销有助于维持健康生活方式的健康产品时采用性别中立的口吻，以及营销针对疾病管理的健康产品时采用性别差异化进行描述。"

方便食品 - China

由于居家食品消费量较疫情前大幅减少，方便食品市场在过去一年出现下滑。面对来自预加工食品和外卖食品的竞

Trending Flavors and Ingredients in Non-Alcoholic Beverages - US

"In recent years, the non-alcoholic beverage category has capitalized on consumers' pandemic-driven cravings for comforting flavors and desire for functional ingredients. Now, record-breaking inflation and continued labor and supply challenges threaten to stunt innovation and category growth. Successful flavor and ingredient innovation within non-alcoholic beverages will need to focus on ...

Trends in Health and Wellness - China

"In order to meet consumers' expectations for preventative health solutions, health and wellness market players should focus on building vertical healthcare that helps people prevent the onset of having specific diseases. Companies will also stand out with innovative strategies such as managing disease from a mental health perspective, using a ...

中老年食品饮料消费趋势 - China

"对于中老年人来说，健康是重中之重，但享受同样重要。短期内，营养成分表和健康宣称仍是关键的考虑因素。长期来看，中老年人希望获得在营养与口味上平衡的、专门的纵享型食品饮料。与机能失调和便于使用相关的宣称也是未来的发展方向。"

新能源和智能汽车 - China

"新能源车的环保趋势性得到车主用户更多认可，同时，女性车主及换购车主对新能源车的兴趣度增长明显。智能化成为新能源车品牌的决胜关键，车主用户不仅期待纯电动车拥有更具科技感的颜值，同时更希望通过新能源车先进的智能配置来提升实际的用车体验，而品牌可以通过完善的试驾服务来提升车主用户对高端智能配置的接受度。此外，跨界玩家的入局也为智能化赛道的竞争格局增加了不确定性，具有技术优势的智能汽车产品将受到青睐。"

— 袁淼，研究分析师

智能家居 - China

"智能家居"对于很多中国消费者来说是非常熟悉的字眼，不仅市面上有多种智能家居产品，品牌也在不断推广各种

争，方便食品品牌需要进一步强化产品中的‘添加’属性，并利用场景化营销来保持未来的增长。”

— 殷如君，高级研究分析师

植物基饮料 - China

“新品研发对植物基饮料的增长至关重要。由于大豆饮料的优质营养获得国家膳食指南的推荐，因此前景可期。品牌可利用功能性益处为众人所熟知的成分开拓机遇，特别是益生菌。在营销宣传方面，品牌可树立道德形象，代表消费者实现他们对可持续性的愿景。”

— 黄梦菲，研究分析师

美容成分认知 - China

“消费者热衷于通过了解成分来选择符合自己理想解决方案的美容个护产品。品牌若想打造一个引人注目的故事，除了讲述每种成分的功效，介绍成分之间相互作用产生效果的原理也很重要。展望未来，仅仅使用单一的明星成分已经不能满足消费者的护肤需求。品牌需要不断升级配方，明确成分之间如何相互作用，从而达到更佳的效果。”

— 靳尧婷，高级研究分析师

针对Z世代的营销 - China

“针对Z世代的营销关键在于理解他们的多元化与包容性。他们对新思想、文化、潮流和生活方式保持更为开放的态度，同时也有意识学习上一辈传授的知识。这也是Z世代表现得如此复杂的部分原因。在生活方式方面，他们既能做到经常运动，但也经常熬夜。在经济状况方面，他们既能做到努力工作，减轻家庭财务负担，也会贷款分期付款购买科技新品。在品牌个性方面，他们同时接受现代与经典，前沿与传统。由此可见，鉴于经济状况和新冠疫情带来的不确定性，年轻消费者正在追求独立的个人生活价值。对品牌而言，关键在于尊重各种选择，用年轻一代的思维方式来思考问题——平等交流，敢于表达，不遗余力地去爱自己所爱。”

— 甘倩，生活方式分析师

面膜 - China

家用电器和设备的“智能性”。虽然消费者对拥有智能的家有着强烈的兴趣，但各种智能产品（不包括智能电视）的拥有率却没有预计中的高。两者之间的差距表明，消费者购置智能家居设备仍存在阻碍，这为品牌带来了刺激进一步增长的机遇。虽然由于技术限制，现阶段难以实现全面互联、全自动之家，智能家居品牌仍可以不断改进产品的智能功能，并提供全屋智能方案，从而提升消费者的智能家居体验。”

— 邵娟，品类总监

皮肤管理 - China

“除了日常的修护和维稳，问题肌消费者也寻求进阶护肤功效、整体皮肤健康解决方案以及彩妆产品中的敏感肌适用宣称。品牌可以考虑在治疗特定皮肤问题方面建立优势，扩展产品系列加入进阶产品，并将自己定位为整体美容品牌，通过提供生活方式解决方案实现由内而外地提升美。”

— 柴静彦，研究分析师

茶饮料 - China

“随着外出消费场景的恢复，即饮茶饮料在2021年回归增长轨迹，而创新活动的增加也使得茶包继续快速增长。品牌应对消费者不断变化的口味偏好予以更多关注，提供包括具有健康益处的纯茶和小众品种在内的多元化产品组合。同时，现泡茶有机会通过开发能更好地满足年轻消费者饮用温度偏好的冷萃茶选择，以吸引该消费群体。”

— 鲁睿勋，高级研究分析师

零售趋势：国潮 - China

“国潮是动态发展的趋势，传统文化是其核心价值。品牌有必要通过数字化以及与流行文化融合等形式/内容创新，展现其紧跟潮流的精神。传统文化元素是国潮的核心价值，也是消费者购买国潮产品最重要的驱动力。消费者不仅期待老字号得到重振，也希望看到国际品牌进行更多本土化尝试。”

— 张鹏俊，研究分析师



“由于消费者使用面膜时热衷探索，品牌可以考虑提供多种形式的面膜，以满足皮肤状况不同的消费者和不同目标群体的需求。就两种主流的面膜形式而言，独特材质的面膜纸可加成贴片式面膜的功效，而水洗涂抹式面膜可从吸收效果更好的角度来讲述功效。”

— 何雨婷，研究分析师