

September 2019

Air Care - UK

“The air care market is facing a paradigm shift away from being a functional category, and towards one more closely aligned with the wellbeing sector. Supporting consumers by being more transparent about products and innovating to cater to emotional desires will help brands achieve a superior consumer connect and stand ...

Alcoholic Beverage Drinking Occasions - US

“While the majority (85%) of US adults age 22+ drink alcohol, one in five drinkers has reduced their consumption in the past year, continuing a trend in moderation that stunts performance. Dollar sales of alcohol are projected to reach \$250 billion in 2019. While this is an 18% growth from ...

B2B Economic Outlook - UK

“The UK economy continues to show signs of slowdown, with GDP reversing slightly as a no-deal Brexit appears increasingly likely. Brexit-related uncertainty continues to hold back investment and confidence, but have so far only materialised as slower growth.

A no-deal Brexit is expected to have a major impact on the ...

Beyond Amazon: Disruptors & Innovators - US

“Over the course of 25 years, Amazon has grown from a tiny upstart online bookstore to the world’s largest ecommerce company – and transformed retail and how consumers shop in the process. Worth nearly a trillion dollars, Amazon has hundreds of millions of customers globally, with an estimated 100 million ...

Brexit: Future Hopes and Fears - Ireland

“Provenance will continue to play well post-Brexit and Irish consumers will increasingly favour food and drink products sourced locally. Highlighting where food and drink products are originating from and how much of

Airlines - China

“Given the positive market conditions, total air passenger volume is estimated to maintain steady growth in 2019-24. Driven by consumers’ passion for outbound travel, the international segment is expected to see faster passenger growth than the domestic. High-speed trains are very competitive on domestic short-distance trips, while airlines can capitalise ...

Attitudes towards Sugar and Sweeteners - UK

“The continued government and media spotlight has put sugar firmly on consumers’ radars as an ingredient to scrutinise. This is also fuelling widespread efforts to limit or reduce sugar in their diet. This underscores that sugar reduction remains an imperative for food and drink operators, not just to meet government ...

Bathrooms and Bathroom Accessories - UK

“People’s priorities for bathrooms focus on updating tired and worn-out bathrooms and making their homes more enjoyable places to live. They want to inject personality and interest into their décor. This encourages them to visit inspiring showrooms and browse for ideas online. Many see a new bathroom as an investment ...

Bread - UK

“While health concerns pose a barrier to uptake of bread, there is openness to bread with lower carbohydrates or made from more nutritious flour. Bread makers have the permission to position their products as contributing to healthy lifestyles.

Bridging Loans - UK

“The market does not experience the same turbulence as mainstream finance providers facing increasing regulations and uncertainty over funding from major institutions. Market development will largely be determined by what happens in the housing market and

the purchase price local manufacturers receive will resonate with consumers who are looking to support their local economies ...

Canadian Pet Owners - Canada

"The majority of Canadians have a pet in their household with dogs and cats being most common. The market for dog and cat food continues to climb and will likely see premium offerings expand into more product lines. Sentiment among pet owners displays a strong connection between them and their ...

Car Usage Habits - China

"Current car owners are mainly driving for in-city occasions. Female car owners' annual mileage is higher than males due to more frequent usage for family responsibilities. As a result, safety functions have become car owners' priority for future cars.

They also have a strong desire for automatic functions, despite the ...

Color Cosmetics - Brazil

"Brazil's makeup market has a few challenges to face. There is still a small number of brands focusing on social inclusion and individuality or developing products aimed at older generations. In addition, products such as eyeliners, blushes, and illuminators are more likely to be used for a special occasion only ...

Consumer Payment Preferences - US

"How we pay for things is a fundamental financial decision that most people make several times a day. Technology has allowed consumers to make payments from most of their devices, yet credit, debit, and cash remain the most popular ways to pay."

Cuidados com a Pele - Brazil

"Produtos de cuidados com a pele do rosto e do corpo têm alguns desafios para atrair cada vez mais brasileiros para a categoria. Poucas marcas desenvolvem produtos

if there is enough equity in properties to continue to fund redevelopments and business ...

Cannabis in Canada: A Comprehensive Look - Canada

"Recreational cannabis is the largest product launch that the Canadian market has seen in quite some time. Already, one quarter of consumers are using marijuana/cannabis – and many more are considering it. The effects of this industry are far-reaching, too. From food and drink to insurance to tourism and ...

Center of Store - US

"The center of the store encompasses a wide variety of products from indulgence (ice cream, salty snacks and cereals) to extreme convenience (canned soups, frozen meals, pizzas and vegetables), and this dichotomy is calibrating a sales pattern that is stalled. As consumers continue to prioritize foods perceived to be fresher ...

Competitive Socialising - UK

"The UK competitive socialising market is evolving rapidly due to strong consumer appetite for unique and challenging experiences. Updated takes on classic activities are pushing the industry forward, with plenty of innovation still to come. Established brands need to strengthen their proposition to compete with emerging adult-only concepts, which are ...

Consumers and Retail Banking - UK

"Despite growth from the challenger banks, the incumbents continue to dominate and are investing heavily to neuter the appeal of the newcomers. It's now so easy to set up a new bank account that consumers find they don't need to commit to fully switching to get the advantages of using ...

Dark Spirits and Liqueurs - UK

"Drawing on historical recipes has much to offer for dark spirits. Historical recipes for the drinks themselves chime with a quarter of 45-54s, signalling potential to

faciais voltados para a pele sensível, e muitos produtos parecem não ser adaptados aos principais tipos de pele citados pelos brasileiros (oleosa e ...

Digital Trends Quarterly - UK

“Despite the fact that simple, quick interactions will be key to maximising the potential of voice out of home, brands can also encourage people to request more information about their products for later review. People are never going to buy a pension or book a holiday through their digital assistant ...

Equity Investing - UK

“Amid difficult economic and political conditions, consumers looking to make the most of their money are adapting their attitudes towards risk. Technology has made investing, even in lower amounts, easier and cheaper. Regulators are looking to improve competition, lowering barriers to entry and exit, which will further democratise access and ...

European Retail Briefing - Europe

This month's European Retail Briefing includes:

Exchange Traded and Mutual Funds - Canada

“ETFs continue to grow in popularity as more investors buy into the concept of low cost, passive investing. While the affluent have embraced ETFs, the mass affluent segment is still relatively untapped.”

Flavor Innovation on the Menu - US

“Demand for flavor innovation on the menu is already high, and it's poised for continued future growth

retain users in the category. Meanwhile historical cocktail recipes using dark spirits would help to generate consumer excitement around the category, especially among under-35s ...

E-sports - China

“The flourishing of e-sports games and live game streaming has been accompanied by a rapid growth in the fan base and now game lovers want an all-round experience of this new emerging hobby. E-sports stadiums and amateur e-sports tournaments are top trends driving the market. E-sports fans and the industry ...

Ethnic Foods - Canada

“It's no surprise that the overwhelming share of Canadians say they eat internationally inspired foods in one form or another. What drives Canadians to do so is a yearning for culinary exploration and adventurous eating experiences. With most Canadians agreeing that they're “more open to eating international foods now than ...

European Retail Handbook - Europe

This is the 23rd edition of the European Retail Handbook. It provides basic data about all the major European countries, their economies and their retail sectors. The handbook complements Mintel's major sector reviews, such as DIY, Supermarkets and Clothing, adding more detail and information about smaller economies.

Financial Services Disruptors - UK

“Consumer interest in innovation and regulatory and financial support mean disruptors in the UK have arguably never had better opportunities for success. The key challenge is persuading consumers of their security credentials, despite lacking a history of secure trading.”

Food and Non-food Discounters - UK

“The discount sector continues to enjoy positive growth and the main players across both food and non-food

alongside the population growth of the most Adventurous Eaters: young and Hispanic consumers. Millennials in particular are hungry for less-common flavors and ingredients on the menu, spanning everything from sour flavors to seafood ...

Hábitos de Consumo de Bebidas Alcoólicas - Brazil

“Diante de um cenário em que os consumidores, preocupados com a situação financeira e com a saúde, demonstram tendências na diminuição de consumo de bebidas alcoólicas, a categoria precisa oferecer produtos mais competitivos, seja focando em preços e promoções ou entregando produtos de valor agregado através de inovação em sabores ...

Home Accessories - China

“Home has become a place more than just a roof overhead to Chinese consumers and the majority have acknowledged that proper decoration can create relaxing ambience and enhance the living condition. Therefore, Chinese consumers now are more willing to invest in adding a personal twist to their living space, and ...

Hot and Cold Cereal - US

“The hot and cold cereal category continues to experience consistent declines, hitting a five-year sales low of \$10.3 billion in 2019 following a modest 1% decrease from 2018. The cold segment dominates cereal sales, and its performance largely influences category success or lack thereof, to no avail of hot ...

In-salon Hair Services - UK

“The in-salon hair services category is expected to show a 3% rise in market value in 2019 as added value and out-of-hours services encourage bookings. Whilst consumer confidence is up, an uncertain UK economy driven by Brexit could see people cutting back on ‘treats’ such as salon services. Expense is ...

Juice and Juice Drinks - China

discounting continue to build their store estates through organic openings. Aldi and Lidl are increasingly blurring the lines between discount and convenience in the UK. The non-food discounters, however, are making fewer strides ...

Healthy Eating Trends - Brazil

“In addition to physical wellbeing, consumers buy healthy food and drinks in order to have the benefits of mental/emotional wellbeing and healthy aging. Brands and companies need to develop products that meet these demands, making them more democratic, since Brazilians from all socioeconomic groups already understand that eating healthy ...

Home Laundry Products - US

“In 2019, home laundry products are estimated to increase. While the market enjoys strong penetration – as nearly all consumers purchase laundry products – industry players are challenged to generate meaningful sales growth due to shoppers’ habitual approach to the category. Mintel projects continued modest growth of laundry products from ...

Household Appliances - Ireland

“Sales of domestic appliances have increased between 2014 and 2019 as consumer confidence in NI and RoI continued to improve in the aftermath of the economic downturn. Moving forward consumers are shown to be more concerned with the environment, and likely will see their purchase decisions guided by energy efficiency ...

Jewellery & Watches Retailing - UK

“The UK jewellery and watch market has benefited from the rising demand for high-priced investment pieces as well as new trends in jewellery. However, many of the big brands and retailers are suffering from the same issues plaguing the high street, such as growing consumer uncertainty and declining footfall. Furthermore ...

Leisure Centres and Swimming Pools - UK

“As a growing market, the juice category is led by consumers’ health consciousness and driven by advanced manufacturing and transportation techniques. Pure juice chips away at juice drinks in share and indicates the direction of premiumisation. Increasing consumption occasions or repeat purchase is critical for category growth. Nutrition and functionality ...

Lifestyles of Generation Z - UK

“It is increasingly difficult to ignore the growing body of research linking the young’s hyper-engagement with social media to a heightened incidence of mental health issues. For their part, the major social media platforms are exploring ways of lessening the young’s reliance on digital approval, but there remain opportunities for ...

Luxury Beauty Consumer - US

“Luxury beauty brands find acceptance among most women, with broad use across demographic lines. While luxury often roots itself in iconic brand identities, the luxury beauty consumer continues to evolve. This necessitates that makers and marketers align with more modern perceptions of luxury, such as clean ingredients, ethical sourcing and ...

Managing Skin Conditions and Allergies - UK

“Own-label, one-a-day allergy relief tablets look to have been a victim of their own success – driving down spend and purchase frequency. Indications are that allergies are rising, but the forecast for allergy relief remains bleak unless interest can be invigorated with alternative formats or enhanced product positioning. When it ...

Marketing to Gen Z - Canada

“Like any other generation, Gen Z are a product of their times. However, unlike before, the pace of change has never been faster, influencing the mindset and core values of Gen Z to a degree which has never been seen before. Societal and cultural nuances have influenced Gen Z in ...

Marketing to Moms - US

“An increase in facility numbers helped the public leisure centres and swimming pools market return to growth in 2019 but the difficulty of upgrading an ageing venue stock while local authority budgets remain heavily constrained means potential for further expansion is limited at best.”

Long-haul vs Short-haul Holidays - UK

“There is huge potential to offer experiences in multiple places during one trip (ie multi-centre holidays) in both Europe and beyond. However, as Brits travel increasingly frequently, demand for environmentally-friendly choices will increase as consumers seek guidelines on how to limit their carbon footprint.”

Luxury Travel - US

“The luxury travel market is enjoying an overall high level of global wealth. However, economic headwinds in important countries are creating difficulties for international luxury tourism, which may mean an emphasis on domestic luxury tourism is necessary. Meanwhile, the highest net worth travelers are responding to providers that can streamline ...

Marketing to Black Moms - US

“Black moms accept primary responsibility for all aspects of their children’s lives – from household management to their education and entertainment. She is the breadwinner in her home out of necessity, and the sacrifices she makes now drive her to redirect her dreams toward herself in the future. But for ...

Marketing to Hispanic Moms - US

“Compared to all US women, Hispanic women are more likely to be moms, making their current impact on household purchasing disproportionately stronger than their population share would indicate. Meanwhile, Hispanic moms are raising almost one in four US children, which means their influence will be felt even more strongly among ...

Marketing to Outdoor Lovers - China

"Moms are responsible for most household and childcare duties, meaning that they are the key decision makers when it comes to what their families eat, wear, and watch. However, this also means moms are being pulled in a million different directions and may not have the time or the inclination ...

Mechanical and Electrical Engineering - UK

"Continued uncertainties over Brexit are clearly disrupting the M&E sector, but there remain strong prospects, particularly in infrastructure and the refurbishment of data centres. The pending general election is also expected to see further promises of spending for the health and education sectors from all parties."

– Terry Leggett ...

Men's Attitudes towards Haircare and Skincare - UK

"Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines. Men turn ...

Menu Insights - China

"Consumers are still willing to dine out, while the frequency of ordering food delivery is affected by the fast growing ready meal market and Fresh app usage. Sichuan cuisine still wins the majority, but Cantonese cuisine has taken the premium market. In Western dishes, steak, pizza and burger dominant the ...

New Cars - US

"While automakers might argue that there's nothing better than that new car smell, consumers need more convincing. With the overwhelming majority of consumers opting to purchase used vehicles as opposed to investing in the current model year, automakers have some soul searching to do. Consumers need more than campaigns that ...

"The outdoor market in China is a new emerging market, although outdoor activities have been popular for years thanks to consumers' increasing incomes and willingness to participate. Outdoor lovers, especially when seeking professional guidance, find it difficult to make choices. It is essential for outdoor clothing and equipment brands to ...

Media Trends Autumn - UK

"The make-up of the video subscription streaming market is to change significantly over the coming years with Disney, Apple, WarnerMedia, NBC and BBC/ITV all poised to introduce new options, while removing their content from the current dominant players. We are, though, likely to see significant consumer pushback to this ...

Men's Personal Care - US

"The men's personal care market, currently valued at more than \$4.4 billion in annual sales, has been growing steadily since 2014. This growth is largely driven by men's interest in personal hygiene essentials such as shampoos and deodorants. As traditional gender norms continue to shift, promoting themes of beauty ...

Multi-Level Marketing and the Beauty Industry - US

"Multi-level marketing is one section of the beauty industry, which consists of direct sales companies, that uses referral-based or peer-to-peer selling. The nature of the business structure creates opportunities, with customers having the ability to represent companies, but also challenges, as sales can largely depend on salespeople. Inadequate or disengaged ...

News Media - Canada

"News media is able to provide both important information as well as constant entertainment value – which is why nearly all Canadians consume its content. Yet the industry faces challenges after the internet disrupted its traditional revenue models. The result is a situation where news content consumption is almost ubiquitous ...

Nuts and Seeds - China

“The slowing down of the nuts and seeds market should not be interpreted as saturation; instead, the opportunities for further stimulating growth lie in making nuts and seeds more compatible with other food and drink categories as ingredients and even bases. BFY nuts and seeds is another opportunity as they ...

Organizing the Home - US

“Perhaps a ramification of overconsumption in America is a new obsession with streamlining and “detoxing” every aspect of life, including the home, creating ample opportunities for the home storage and organization industry. Organizing the home is no longer a seasonal activity and retailers have a unique opportunity to increase participation ...

Perimeter of the Store - US

“The perimeter of the store continues to grow but faces increasing competition, not only from restaurants and food delivery services but also from a revitalized frozen food aisle. A key to continued growth for perimeter is winning over younger adults, who are more likely to be drawn to other, more ...

Poultry & Poultry Substitutes - Ireland

“The Irish poultry market continues to thrive due to poultry’s perceptions of versatility and being leaner making it more attractive compared to other types of meat. The higher price point of poultry, particularly chicken, creates a dynamic market, but with a bigger push towards flexitarian and vegan lifestyles more opportunities ...

Shopping for Household Care Products - UK

“Shopping for household care products is largely planned in advance, and is done alongside groceries, rather than in its own right. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for ...

Online Gaming - China

“With the dominance of smartphones and mobile gaming, easy-to-play games are the prevailing trend in the mass market and are primed for further penetration in lower tier cities and new internet users. PC gaming, on the other hand, attracts more sophisticated gamers, meaning developing games that offer more of a ...

Pay TV and Bundled Communication Services - US

“The pay TV and bundled communications industry in the US is in the midst of dynamic changes due to fundamental shifts in consumer entertainment behaviors. In addition to pay TV, household entertainment can include gaming, internet browsing and video streaming services. As such, consumer priorities have shifted toward high-quality internet ...

Pet Food - UK

“The high level of innovation centring on high-quality, health-boosting and all-natural ingredients is making it difficult for products to stand out in the increasingly crowded premium pet food space. Greater transparency, for example through spotlighting ingredient provenance, will help build trust and create compelling points of difference.

Restaurant Breakfast and Brunch Trends - US

“Restaurant breakfast and brunch visitation is on the decline, driven by the proliferation of premium breakfast retail options coupled with consumers’ lowered perceptions of breakfast as an important meal occasion. Operators should concentrate on expanding coffee beverages and nontraditional breakfast offerings including global flavors, snackable options and plant-based ingredients to ...

Shopping Malls - US

“The market for malls and mall retailers has seen stagnation and decline over the last decade and can expect to see these trends continue as the current oversupply of mall retail space in the US shrinks to meet actual demand. To counter this, malls are increasingly turning to nonretail uses ...

Solar Panels - UK

“With all government support now removed, the UK solar PV market is moving into a post-subsidy phase. While market conditions will remain challenging in the short term, there is optimism for strong growth to return to the subsidy-free UK solar PV market, reflecting falling costs in solar technology, innovation in ...

Thailand Outbound - Thailand

“Thai outbound tourism crossed the 10-million barrier in 2018, posting robust growth of 13.8% in outbound departures. Almost 15% of Thais travelled abroad, mainly to neighbouring countries in the ASEAN region and broader Asian continent.”

– **Jessica Kelly, Senior Tourism Analyst**

The Leisure Outlook - UK

“Whereas the UK leisure economy benefitted from 2018’s summer heatwave and England’s run in the FIFA Men’s World Cup, participation in leisure activities has continued to increase in 2019 so far, with expenditure likely to follow. Whilst high employment levels and positive real wage growth has boosted sentiment, the coming ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

Vitamins and Minerals - US

“The vitamins and minerals market remains steady, with the majority of adults currently taking at least one vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength. However, a demand for natural, specifically whole food ...

Technology Habits of Generation Z - UK

“Growing up with constant connectivity and universal smartphone use has seen Generation Z integrate digital communication and technology into every aspect of life. Social media platforms and messaging apps dominate smartphone use, while gaming is extremely popular across all devices. With creativity and expressing identity priorities for Gen Zers, brands ...

The International Hotel Industry - International

“Convergence is the way forward. Conventional hotel chains are entering the home-rental arena (for example Accor’s purchase of onefinestay and Marriott’s launching of Homes & Villas), as well as the hostel sector, as evidenced by Accor’s Jo&Joe brand and Hilton’s recent launching of Motto, a hybrid hotel concept that offers ...

Trends in Health and Wellness - China

“Consumers are taking back control over health issues by fighting against anxiety and stress in their own ways. Mental health is receiving more attention, as keeping a positive mind-set is considered most important by almost every one. They are more aware of the importance of maintaining healthy lifestyles as well ...

Vehicle Recovery - UK

“The vehicle recovery market continues to expand with revenues up at £1.8 billion in 2018. Yet going forward the market faces a number of challenges. At a broader level these include the enhanced interest for consumers to acquire policies for free as a result of the purchase of other ...

Vitamins and Supplements - UK

“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

Winter Sports in Europe - International

“Europe’s spectacular mountain ranges have supported a winter-sports tourism industry for well over a century and it is the world’s largest market. Skiing and snowboarding are the most popular activities, but more sports are popping up all the time, providing variety and interest for skiers and non-skiers alike. A stable ...

坚果和种子 - China

“坚果和种子市场的增速放缓不应被看做是饱和的表现；相反，进一步刺激市场增长的机会在于让坚果和种子与其他食物和饮料品类更为兼容，成为其配料甚至是基底。有益健康的坚果种子是又一机会，因为它们可以满足成熟消费者目前没有被满足的需求。有益健康既可以通过‘减’（如低脂肪、低盐），也可以通过‘加’（如高蛋白、高纤维）的宣称来体现。”

果汁和果汁饮品 - China

“作为一个不断发展的市场，果汁品类的增长依赖于消费者的健康意识，并由先进的制造工艺和运输系统推动。纯果蔬汁正蚕食果汁饮品的市场份额，提示了品类高端化的发展方向。消费场景的增加和重复购买对品类增长至关重要。营养和功能性成为消费者购买的触发因素，两者都有助于扩张果汁的消费场景。”

— 吴珍妮，研究分析师

消费热点研究 - China

“尽管大多数人财务状况仍然不错，但经济的不明朗已经给消费者敲响了警钟。消费者对自己财务状况的预期变得保守，储蓄意愿也有所上升。更多消费者不再盲目追随促销，而是购买自己需要的东西。在做购买决策时，性价比成为了决定性的因素。品牌无法再认为高利润和顾客的忠诚度是理所当然；他们需要通过对产品和服务不断引发激动情绪，以保持消费者记忆。”

健康生活趋势 - China

“消费者正以自己的方式对抗焦虑和压力，来重新掌控自己的健康问题。保持积极的精神状态被认为是健康生活中最重要的因素，心理健康也受到了更多的关注。消费者更多地意识到了保持健康的生活方式的重要性，并希望能够得到专业的咨询和采用新技术的更好的健康诊断。虽然如此，对大多数消费者来说，仅凭一己之力坚持努力绝非易事。品牌可通过帮助消费者调节情绪、培养健康的生活方式、管理医疗保健数据并寻求有效方式保持身心健康方面的全方位策略，寻求更多商机并在品牌与消费者之间建立更紧密的联系。”

— Keiyou Wang, Research Director

家居饰品 - China

“对于中国消费者来说，家已不仅仅是容身之所，大部分消费者都认识到，恰如其分的装饰能够营造放松舒适的居家氛围，并能改善居住环境。因此，如今的中国消费者更愿意花钱为居住空间增添个性化元素，90后尤其如此。然而，在家居饰品的选购方面，实用功能和性价比仍然排在首要位置。这并不意味着设计和款式无关紧要。事实上，中国消费者感到将装饰品与家具等大件家居产品相搭配很困难。因此，家居饰品品牌可以考虑推出风格款式咨询服务，给消费者提供指导并鼓励他们购买整套风格，从而促进更多销售。”

— 夏月，研究分析师

汽车使用习惯 - China

“如今，车主主要是在市区内开车。女性车主的年行驶里程比男性多，因为她们为了履行家庭职责而开车更频繁。因此，安全功能已成为车主未来购车的优先考虑选项。

车主也非常渴望自动化功能，尽管他们目前对自动化功能的满意度很低，表明消费者期待未来汽车可以像家一样，让他们感到更多支持和减压。

车主也希望手机和车载娱乐系统能更好地结合，表明消费者追求手机与汽车无缝连接的使用体验。”

— 周同，研究分析师

电子竞技 - China

“电竞游戏和游戏直播发展形势一片大好的同时，也迎来粉丝群体的快速壮大，而且现在新游戏玩家希望从这一新兴爱好中获得全方位体验。电竞馆和业余电竞比赛是带动市场的首要趋势。电竞粉丝以及电竞行业也对运动健身展现浓厚兴趣，以求改变人们对游戏和电竞的刻板印象。现在正是运动健身品类关心玩家健康以吸引该群体的时机。”

网络游戏 - China

“由于手机和移动游戏占据主导地位，简单易玩的游戏在大众市场上日渐普及，这类游戏对深入渗透低线城市以及吸引互联网新用户做好了准备。另一方面，客户端游戏吸引了更多资深玩家，这意味着开发更具挑战性的游戏是该品类的一个机遇。游戏市场中的创新应对游戏内容和社交功能多加关注，而非局限于某一游戏类型，因为中国网络游戏玩家乐于尝试多种游戏类型。”

— 黄开意，研究分析师

菜单洞察 - China

“消费者仍愿外出就餐，但消费者叫外卖的频率受到快速发展的预加工食品市场的影响，也受到消费者使用鲜食App的影响。川菜仍赢得大多数消费者的倾心，但粤菜赢得了高端市场。在西式菜式中，牛排、披萨和汉堡主导着市场。对于人气较低的西式菜式，商家可通过将菜品打造为明星主打产品，以赢得更多市场份额。”

— 王皓，研究分析师

— 黄开意，研究分析师

航空旅行 - China

“得益于利好的市场条件，2019-2024年总航空客运量预计将保持稳健增长。归功于消费者对出境游的热情，国际航线细分的增速预计将高于国内航线细分的增速。高铁在国内短途旅行上相当有竞争力，但航空公司可开发主题航班，在飞行体验上创新，并吸引潜在消费者。航空公司有望通过令人放松的机舱体验和健康的飞机餐来提高非票务营收，但机上娱乐并不能吸引消费者多付钱。”

针对户外爱好者的营销 - China

“得益于消费者收入的增长和参与意愿的提高，尽管户外运动流行了若干年，但中国的户外用品市场仍是一个新兴市场。户外爱好者认为很难做出选择，尤其是在寻求专业指导时。户外服饰和装备的品牌不仅有必要考虑如何将自己的产品与普通运动品牌甚至快时尚品牌区别开来，还需要思考如何让消费者获得更多户外知识和良好的实操练习。中国消费者时尚意识强，愿意租借户外运动装备而非购买，这对户外品牌而言既是挑战又是机遇。”

— 谢栋，初级研究分析师