

April 2020

Activities of Kids and Teens: Incl Impact of COVID-19 - US

“The immediate impact of COVID-19 on kids and teens is clear. They are out of school, isolated from their friends and missing coming-of-age milestones such as prom and commencement. However, it is yet to be seen if kids will rebound quickly, relatively unfazed, of if this will alter their social ...

Alcoholic Drinks Review: Inc Impact of COVID-19 - UK

“At the same time as facing the immediate upheaval brought about by the COVID-19 outbreak, the industry must also look ahead and respond to widespread consumer concerns about the healthiness of alcoholic drinks and the alcohol moderation trend, which the increased focus on health resulting from the outbreak will elevate ...

Attitudes towards Prestige BPC Products (Responding to COVID-19) - China

[graphic:]

Babies' and Children's Personal Care Products, Nappies and Wipes: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will slow value decline in 2020, as parents stockpile on essentials in the short-term. Buying behaviours will normalise however, and the category is set to continue on its downward trajectory as birth rates continue to decline and parents streamline their routines. The COVID-19 outbreak will leave household ...

Black Consumers' Loyalty in Automotive: Incl Impact of COVID-19 - US

Affluent Investing: Incl Impact of COVID-19 - Canada

“In the short-term, affluent consumer preferences shift to safer fixed income investments such as bonds, savings accounts and GICs. But in the middle to longer-term, relatively normal levels expected to resume, potential with an increase in use of financial advisors as affluent investors are more likely to value expert advice ...

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

“Giving consumers more for their money will be vital, especially through the tough financial times many households face due to the COVID-19 outbreak. Proving and promoting health credentials will be crucial for brands in order to remain relevant to consumers' shifting tastes. Added value through functional benefits could be a ...

Automotive Retailing: Inc Impact of COVID-19 - Ireland

“Before COVID-19 hit, the majority of Irish consumers said that they intended to buy a car within the next two years. The situation now looks very different. The shutdown of retail outlets will already have had a huge impact on car sales: although at the time of writing there were ...

Baby Food and Drinks: Incl Impact of COVID-19 - US

“The market for baby/toddler food and drink remains strong, despite the fact that its principal target audience continues to dwindle. However, the COVID-19 pandemic and subsequent recession will push the birthrate down even further resulting in even fiercer competition among brands. Continued growth for the category will demand brands ...

Cakes, Cake Bars and Sweet Baked Goods: Inc Impact of COVID-19 - UK

"The automotive industry will be one of the hardest hit by the COVID-19 outbreak and the economic downturn. Past recession periods show that new car sales plummet when the economy contracts. Meanwhile, Black consumers are also disproportionately impacted by job losses and experience greater financial insecurity relative to the total ...

Casinos: Inc Impact of COVID-19 - UK

"The domination of casino gaming revenues by online operations offers some insulation from the worst effects of the coronavirus pandemic for the market overall, but a prolonged lockdown and slow recovery could badly damage its high street segment. The hit to revenues will also undermine high street operators' ability to ...

Childrenswear (Incl Impact of COVID-19) - China

"The outbreak of COVID-19 is expected to bring a substantial hit to the children's fashion market in the first quarter of 2020, as heavily impacted offline channels are critical to childrenswear retailing. Yet, Mintel is confident that the childrenswear market will recover in the second half of 2020, since childrenswear ...

Coffee and Tea Tracker - US

Mintel's Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea beverages ...

Cookware: Incl Impact of COVID-19 - Canada

"The shutdown of non-essential businesses and limited availability of foodservice options means consumers are required to prepare most, if not all of their meals at home. Strong increases for at home cooking occasions are anticipated, which translates to an increased usage of cookware."

"COVID-19 will negatively impact the cakes, cake bars and sweet baked goods market in the short term. An increase in home baking as well as the loss of potential eating occasions due to the nationwide lockdown will inflict a hit. Any potential benefits gained from the fact that these products ...

Cheese: Inc Impact of COVID-19 - Ireland

"Cheese continues to be one of the most innovative and dynamic categories in the Irish food and drink sector – making it a staple good in most consumers' weekly shopping basket. In the wake of COVID-19, the increase in online shopping and cooking at home is likely to see greater ...

Cleaning the House: Incl Impact of COVID-19 - US

"COVID-19 is creating a new paradigm for household care, permanently changing how consumers clean and care for their homes. Short term shifts in priorities are placing greater focus on hygiene, safety and disinfection, along with a renewed reliance on trusted brands. Through the pandemic, consumers will have a new emotional engagement ...

Construction: Inc Impact of COVID-19 - UK

"For many construction sectors the impact of COVID-19 is likely to be temporary, if severe, but the areas of office and retail construction are likely to have major long-term negative impacts from more permanent changes to lifestyles. Warehouse construction on the other hand is likely to have a long-term boost ...

Cough, Cold, Flu and Allergy Remedies: Incl Impact of COVID-19 - US

"The COVID-19 pandemic has amplified the importance of illness management. Methods practiced during the outbreak are likely to hold lasting impact, such as staying home when sick and increasing illness prevention measures such as washing hands and using hand sanitizer. Americans' renewed focus on health and safety emphasizes the role ...

Courier and Express Delivery: Inc Impact of COVID-19 - UK

“The courier and express delivery sector has greatly benefited from the meteoric rise of ecommerce and online retailing. COVID-19 will prompt a sharp acceleration in growth in 2020, as behavioural changes arising from social distancing guidelines boost online shopping activity.

As Gen Z and Millennials collectively become the largest consumer ...

Cycling: Inc Impact of COVID-19 - UK

“The COVID-19 crisis and its economic impact have ushered in a period of unprecedented volatility in the cycling market. The crisis has provided a boost to demand in the immediate term, but bike sales are likely to contract as an anticipated deep recession bites. The likely repercussions of COVID-19 on ...

Department Stores: Inc Impact of COVID-19 - France

“According to our consumer research only 28% of French adults had shopped at a department store over the last year, and this was as low as 16% in some regions. Three-quarters of those people that had shopped there said they found department stores expensive. Foreign tourists are to some extent ...

Department Stores: Inc Impact of COVID-19 - Spain

“The department store sector in Spain has only one significant player, El Corte Inglés. It was continuing to perform well, helped by the fact that consumer spending was growing in all categories carried by the retailer’s stores. However, 2020 is going to be a difficult year as a result of ...

Digital Trends - Spring: Incl Impact of COVID-19 - US

“As consumers across the US stay at home due to the COVID-19 outbreak, the use of technology and digital services has surged. While the short term impact of

Cuidados com o Cabelo: Incluindo Impacto da COVID-19 - Brazil

“O mercado de cuidados capilares é uma das categorias mais importantes para o consumidor brasileiro, que tem aderido a um visual mais natural. Com isso, a demanda por produtos que ofereçam não só embelezamento, mas que também entreguem benefícios relacionados à saúde do couro cabeludo e dos fios, torna-se continuamente ...

Department Stores: Inc Impact of COVID-19 - Europe

“The department store markets across Europe are quite different in nature. Germany has been in decline, while France has been sustaining a growth trend. In Spain El Corte Inglés represents the entire market. But all are currently under threat from the ongoing COVID-19 pandemic. With growing competition from online players ...

Department Stores: Inc Impact of COVID-19 - Italy

“Department stores in Italy are under assault from multiple directions at the moment, with intense competition from online generalists like Amazon, online pureplayers such as Zalando and YNAP, as well as store-based specialists with well-developed omnichannel business models. To survive, they need to focus on giving customers what these other ...

Department Stores: Inc Impact of COVID-19 - UK

“The department store sector in the UK continued to struggle throughout 2019 and the outbreak of COVID-19 came at a particularly difficult time. Many of the leading department stores were in the midst of reviewing store portfolios and making significant strategic changes in order to try to turn things around ...

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

“The COVID-19 pandemic is having major economic consequences for Europe and for the retailing sector overall. Some countries have been hit more strongly but

COVID-19 highlights the importance of technology, medium term there will be significant pricing pressure due to the economic impact. Tens of millions ...

Facial Masks (Responding to COVID-19) - China

"Fierce competition in the facial masks market before COVID-19 has resulted in increasing communication costs and homogenisation. Opportunities now lie in exploring innovations to tackle skin issues triggered by new lifestyles (eg wearing face masks when in public) after COVID-19 outbreak, premiumisation via anti-aging facial masks targeting women aged above ...

Food Packaging Trends: Inc Impact of COVID-19 - UK

"The COVID-19 outbreak has sharply increased the amount of food people eat at home, feeding through to increased demand for packaging for this. The big focus in food packaging in recent years has been on plastic reduction, and the industry has made major progress towards the targets set out by ...

Gaming Influencers: Why People Watch Gamers: Inc Impact of COVID-19 - US

"Gaming influencers have been a beacon of joy for passionate players seeking community and digital connection amidst the physical isolation of COVID-19. As more people spend time indoors, the video game community has banded together and congregated around gaming content. Established players have had more time to watch all the ...

Grocery Retailing: Incl Impact of COVID-19 - US

"Between 2014 and 2019, multi-outlet sales of groceries continued to rise steadily but slowly. The rapid escalation of the COVID-19 pandemic in March of 2020, however, gave the industry a jolt, boosting sales in the short term but introducing enormous new challenges as well. While the duration and severity of ...

many of the current issues are shared by the leading economies, with grocery demand soaring and non-food sectors seeing a dramatic effect from store closures and ...

Flavors and Ingredients in Dips and Sauces: Incl Impact of COVID-19 - US

"Dips and sauces of all types play a critical role: to make foods taste better. In this unprecedented time of COVID-19, as Americans are hunkered down at home, cooking and snacking, enjoyment, good taste and small comforts are more important than ever. Both in-store and online, brands and retailers have ...

Functional Drinks: Incl Impact of COVID-19 - US

"The growth of functional drinks is driven by busy consumers seeking shortcuts to enhanced health, primarily by younger adults and parents. While brands should stay on the pulse of the needs of this core audience, opportunities remain to reach older adults with products that support the healthy aging process. The ...

Gifts in Beauty & Personal Care: Inc Impact of COVID-19 - UK

"The COVID-19 outbreak will impact buying behaviours when it comes to gifting in BPC, as the sector becomes a low priority in the short term. There will be a shift to online buying, and the prestige sectors in particular will take longer to recover as household finances are squeezed. However ...

Haircare: Incl Impact of COVID-19 - Brazil

"The haircare market is one of the most important categories for Brazilian consumers, who have adopted a more natural look. As a consequence, the demand for products that offer not only beauty benefits but also healthy attributes for the hair and scalp grows consistently. In addition, consumers want more than ...

Hispanics' Loyalty in Automotive: Incl Impact of COVID-19 - US

"Despite Hispanics being more likely than the average to be planning to buy a car within a year, the COVID-19 outbreak likely prompted them to put those plans on hold overnight. Sales will come nowhere close to original projections. As car brands and dealerships aim to bounce back, they have ...

Hot Pot Dining (Incl Impact of COVID-19) - China

"The hotpot market in China has seen some significant developments pre-COVID-19. Among the most notable include leading brands expanding their offerings into lower-tier cities, consumers showing interest in premium options, and hotpot formats starting to diversify with popularity increasing in solo, fusion and 'signature dish' formats. Leveraging the advantage of ...

Ice Cream: Inc Impact of COVID-19 - UK

"Amid a rapidly evolving consumer environment during the COVID-19 outbreak, the market must respond to consumer health concerns while preserving the inherently indulgent nature of the ice cream category. While there is a sizeable interest in healthier options, key indulgence drivers such as texture must not be neglected when it ...

Impacting eCommerce: The Amazon Effect: Incl Impact of COVID-19 - US

"Amazon is powerful and influential. But it's also rather universally respected and trusted, and there can be a big difference between having power and garnering respect. As a leader, Amazon comes under scrutiny often, but overall, consumers are supportive, trusting, and even grateful, seeing it as an essential part of ...

Investing in 2020: Incl Impact of COVID-19 - US

"The nature of investing throughout the remainder of 2020 will be very much dictated by the extent to which the US and global economies can safely and effectively begin to reopen, which is further dependent on the

Home Decor Retailing: Incl Impact of COVID-19 - US

"Prior to the pandemic, the home décor category benefitted from small but stable growth which was expected to continue. However, the COVID-19 pandemic and threat of a recession are altering that trajectory. While consumers look to limit their discretionary spending, the extended periods of time at home will create desire ...

Ice Cream and Frozen Novelties: Incl Impact of COVID-19 - US

"Ice cream and frozen novelty brands can be sources of support in both the short term and the undoubtedly challenging days ahead. In the now, consumers are likely to want familiar and comforting foods making this an opportunity for brands to connect. And, using past recessions as a guide to ...

Ice Cream: Incl Impact of COVID-19 - Brazil

"Brazil's ice cream market should continue to face the challenges imposed by the country's economic difficulties and the population's greater health concerns. Brands and companies, however, have the opportunity to overcome these barriers by investing in technologies that make it possible to develop healthier formulations and at the same time ...

Income Protection: Inc Impact of COVID-19 - UK

"The income protection market will be heavily hit by the COVID-19 outbreak in 2020. Distribution challenges and concern about the economy and unemployment will hit both demand and supply. Disruption to the housing market will be particularly damaging with mortgage transactions accounting for a large proportion of income protection sales ...

Lawn and Garden Products: Incl Impact of COVID-19 - US

"These are uncertain times. COVID-19 casts a shadow over a category with slowing sales growth, not to mention the health and safety of consumers. But there is also space for the category to reinvent itself around

ability of the scientific community to mount an effective medical response to the ...

Major Domestic Appliances: Inc Impact of COVID-19 - UK

“The market actually recovered momentum in 2019; however, the adverse impact of COVID-19 will put an end to this. While the majority of purchases are triggered by necessity, sales are nonetheless set to fall 11% in 2020 as stores are closed, housing transactions fall and elements of demand are limited ...

Marketing to Senior Travellers (Incl Impact of COVID) - China

“Seniors will become an important consumer group in the future travel market, not only because the growth in the population of seniors and their travel frequency, but more importantly because they are among the first group of consumers to pick up travel after COVID-19, due to more stable disposable income ...

Milk and Dairy Beverages (Incl Impact of COVID-19) - China

“The growth rate of the milk and dairy beverages market has slowed in recent years but will likely continue at a low and steady rate. In addition to the supply chain reforms currently underway, such as integration of upstream suppliers or establishing data-centric logistics systems, products will include additional upgrades ...

Mortgages: Inc Impact of COVID-19 - UK

“The UK mortgage sector experienced a difficult 2019, but those challenges are dwarfed by the threat posed by COVID-19 to the economy and, in turn, the housing market in 2020. The crisis will affect consumers for years to come, both financially and emotionally. People will yearn for reassurance and certainty ...

Premiumisation of Local Brands Before and After COVID-19 - China

better health, sustainability and nutrition for humans as well as plants.”

Managing Household Income: Inc Impact of COVID-19 - UK

“COVID-19 has brought issues of household income and financial resilience to the fore. Looking ahead there will be significant opportunities for brands, both new and established, to help consumers better manage their incomes and get their finances back on track. Priorities include developing healthy savings habits and making it easier ...

Meat Snacks (Incl Impact of COVID-19) - China

“Rising willingness to healthy eating and demand in immunity improvement after the outbreak of COVID-19 will result in special attention to nutrition when making purchase decision for meat snacks. Communication on upgrades in processing technique and ingredients sourcing will be the key for brands to strengthen the role of meat ...

Mobile Phones: Inc Impact of COVID-19 - UK

“The mobile phone market stayed stable in 2019 as Samsung and Apple continued to dominate the market, although the challenger brands will hope that offering affordable 5G handsets will help them to gain share. However, the biggest challenge the industry faces in 2020 is dealing with supply chain issues caused ...

Plant-based Diets (Incl Impact of COVID-19) - China

“Plant-based food and drink products benefit from consumers’ positive perceptions of their cleanness and freshness through bold on-packaging claims. The urge to improve health and wellness after the COVID-19 outbreak, along with the curiosity for mouth-watering innovations, present opportunities for prime ingredients in plant-protein drinks and the introduction of innovative ...

Property as an Investment: Inc Impact of COVID-19 - UK

“Despite the short-term disruption, COVID-19 has brought a brighter spotlight on Chinese premium brands that many consumers’ purchasing has shifted to domestic products and services, as a result of reduced outbound travel and the concerns of after-service and warranty deepened.

The perception of Chinese domestic products has changed prior to ...

Quick Service Restaurants: Incl Impact of COVID-19 - US

“QSR sales will look much different than those in 2019, along with restaurant industry sales as a whole, due to the COVID-19 outbreak. However, QSRs are uniquely poised to overcome COVID-19-related economic strain and hardship due to their lower price points and continued investments in takeout, drive-thru and delivery services ...

Seasonal Shopping (Autumn/Winter): Inc Impact of COVID-19 - UK

“Seasonal spending for the Autumn/Winter events continued to grow in 2019/20 and consumer confidence held up well going into the New Year. Growth was driven by Valentine’s Day, although spending was cut back for Back-to-School and Bonfire Night. Halloween continued to inch up in importance, and has real ...

Shaving and Hair Removal: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will accelerate the price-driven nature of this sector, meaning that a market that was already expected to be in decline will face an even greater short-term challenge. However, consumers do show interest in added-value propositions, such as skincare benefits and personalisation, indicating NPD opportunities for brands in ...

Soccer in America: Incl Impact of COVID-19 - US

Soccer is a growing sport in the US with fans following various leagues and competitions around the globe. The stoppage in play due to COVID-19 has put a major halt on the momentum of the sport and created uncertainties

“The COVID-19 outbreak will have a significant negative impact on lending in 2020 due to adverse supply and demand issues. Looking forward, lending should stabilise at more normal levels from 2021 onwards. However, even prior to the coronavirus pandemic, growth had slowed and there were signs that the market was ...

Salty Snacks: Incl Impact of COVID-19 - US

“Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as ...

Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - US

“As the majority of Americans shelter-in-place and limit their interactions outside the home due to the COVID-19 pandemic, hair washing and styling becomes less of a priority, leading to less frequent washing and longer purchase cycles. As a result, the haircare market is expected to take a short-term hit in ...

Shaving and Hair Removal: Incl Impact of COVID-19 - US

“Over the last few years, consumers, particularly younger adults, have been taking a relaxed approach to their shaving and hair removal routines, contributing to the market’s sluggish sales growth. With more Americans practicing social distancing and working from home due to shelter-in-place orders, consumers will take an even more ...

Sorvetes: Incluindo Impacto da COVID-19 - Brazil

“A categoria de sorvetes deverá sofrer grandes transformações após a pandemia de COVID-19, impulsionadas pela mudança no padrão de consumo. Os consumidores que antes eram adeptos a sorveterias agora devem passar a consumir sorvetes em casa. A

around when the sport will return. As a result, leagues, teams ...

Subscription Media: Incl Impact of COVID-19 - Canada

"Consumers have become accustomed to streaming services with the majority having some form of subscription media. With millions of Canadians staying home due to the COVID-19 pandemic, many with additional time on their hands and kids at home, will likely sign up for streaming services if they haven't already done ...

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

"In less than two months COVID-19 has significantly shifted consumer behaviour, and had a seismic effect on retailers in the UK. Grocery demand has soared and the non-food sector has been dramatically impacted due to both store closures and consumers holding back non-essential purchases. These are trends which will continue ...

Waste Management and Recycling: Inc Impact of COVID-19 - UK

"The COVID-19 outbreak is causing some disruption to waste and recycling services. While waste operatives have been classified as "key workers" by the government, allowing them to continue working during the government lockdown, some councils have scaled back on recycling collections, while household waste recycling centres have been closed to ...

儿童服装 (含新冠疫情分析) - China

"新冠疫情将给2020年第一季度童装市场带来巨大打击，因为对童装零售至关重要的线下渠道受到严重冲击。但是，英敏特对童装市场在2020年下半年恢复有信心，因为儿童成长迅速，童装，尤其是儿童服装和鞋履，更是生活必需品。新冠疫情将加速童装购的线下和线上融合。长远看来，该市场仍受益于4-12岁人口数的增长。愿意在孩子的服装上投入更多，让孩子造型时尚将最终驱动市场增长。而且，童装品牌应注意到孩子的意见在购买决策中的重要性，尽力从数码一代的孩子年幼起就在线上与之建立联系，进行沟通。”

diminuição da renda das famílias e preocupações com problemas de saúde são outros ...

Travel Tours and Activities: Incl Impact of COVID-19 - US

"The booming tourism industry brought in an estimated \$717.4 billion in 2019. However, the COVID-19 pandemic has caused a stark downturn in 2020. To come back from this, tour operators need to tap into the biggest demands of tourists. By reaching them through digital channels and appealing to their ...

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

"COVID-19 has brought a fresh set of challenges to a sector already under pressure. Like the last recession, the outbreak will only accelerate the winds of change in the sector, with greater online demand and more localised shopping. Non-food retailers will need to weather a significant storm in the short ...

Water and Sparkling Water: Incl Impact of COVID-19 - Canada

"As Canadians across provinces "shelter-in-place", grocery stores continue to be overwhelmed as shoppers look to stock up on supplies, ranging from frozen foods and toiletries to shelf stables including canned goods and of course, bottled water."

– Joel Gregoire, Associate Director for Food & Drink

对高端美容产品的态度 (应对新冠疫情之后) - China

"“有资深研发人员研发”和“使用先进的加工技术”的科学因素是与高端品牌形象关联最密切的特性，因此加强创新是赢得消费者可支配支出的关键。英敏特预测，有证书和证明背书的临床试验将进一步拉动信心。高端品牌拓宽线上曝光的同时，其训练有素的顾问的专业知识是另一个构建信心的因素，这能锁定对经济有保障/追求上进的消费者的进一步销售。英敏特趋势《智慧美容》(Beauty with a Brain) 展现了科学研究的益处，并且这一益处能通过训练有素的销售顾问团队强化——线上线下双管齐下鼓励消费者参与并留住消费者。”

新冠疫情前后的本土品牌高端化 - China

“尽管受到了短期的冲击，本土高端品牌在新冠疫情的影响下也受到了更多的关注。由于出境游的减少以及对售后保障的担忧的加深，更多消费者正转向购买本土的高端品牌和服务。”

新冠疫情爆发之前，消费者对本土产品的看法已经发生了改变。几年前，消费者对于本土品牌的数码产品的兴趣曾是各品类中最低。而如今，本土高端数码产品的购买率已成为各品类之首。

本土品牌的声誉不仅来自于其在科技和质量领域的提升，也来自于其在文化贡献和社会责任上品牌形象的塑造。在后疫情时代，整体健康观念和本土化意识的增强将为本土高端品牌通过新的渠道和倡导体现品牌的企业社会责任和中国文化价值来加强与消费者的联系创造更多的机会。”

— 王慧蓉，研究总监，2020年4月30日

火锅餐饮 (含新冠疫情分析) - China

“新冠疫情爆发前，中国火锅市场已获得一些显著发展。其中最值得关注的包括：领先品牌向较低线城市扩张，消费者对高端选择表现出兴趣，以及随着“一人锅”、融合火锅和“主打单一特色品类”火锅日渐走俏，火锅形式开始迈向多元化。火锅餐饮易于实现标准化，搭乘这一优势，各品牌纷纷开启火锅相关零售的多元化之路。尽管从短期和中期来看，新冠疫情对堂食火锅市场造成了严重冲击，但它也加速了零售模式的扩张。”

— 吴珍妮，研究分析师，2020年4月

肉类零食 (含新冠疫情分析) - China

“新冠疫情爆发后，消费者对健康饮食的意愿愈发强烈，对提高免疫力的需求也在不断提升。因而在做肉类零食购买决策时，营养会成为特别关注的因素。对于品牌而言，与消费者沟通升级的制作工艺和原料，是增强肉类零食作为蛋白质补充产品的关键。消费者对“不含”宣称产品的需求也为高端化提供了一条“捷径”——可以进一步促进业务增长。”

— 鲁睿勋，研究分析师，2020年4月30日

— 靳尧婷，研究分析师，2020年4月30日

植物基饮食 (含新冠疫情分析) - China

“植物基食品和饮料包装上的醒目标签能给消费者留下来清洁、新鲜的印象，植物基食品和饮料可从中受益。疫情之后，消费者迫切地想要增进身心健康，同时对美味诱人的创新兴趣浓厚，这给植物蛋白饮料中的优质成分和肉食替代品的登场带来了机会。尽管新冠疫情带来了经济上的不稳定性，但创新植物肉的主要受众群体是相对富裕的人群。对于心怀抱负，想要开辟新的疆域的企业来说，这意味着机会。”

— 徐文馨，高级分析师，2020年5月31日

牛奶和乳饮料 (含新冠疫情分析) - China

“近几年，牛奶和乳饮料市场的增速有所放缓，但将保持缓慢且稳定的增速。除了当前正在进行的供应链改革（如上游供应商的整合或建立以数据为中心的物流系统），产品还需进行其他升级，以证明其溢价的合理性。品牌将进一步开发冷藏细分品类，以满足消费者对营养和新鲜度日益增长的需求。在纯牛奶中，更多的功能性宣称将与营养宣称融合，而增加风味牛奶的饮用场合或许是扭转下滑趋势的有效之策。市场将从新冠疫情造成的短期物流中断中恢复到先前的水平。长期市场前景并未动摇，因为许多消费者认为牛奶有助于增强免疫力，这是新冠疫情之后消费者越来越重视的健康益处。”

— 蒋安妮，研究分析师，食品和饮料，2020年4月30日

针对年长游客的营销 (含新冠疫情分析) - China

“中老年人未来将成为旅游市场上的重要消费群体，不仅是因为中老年人口增长及其旅游频率，更重要的原因是该群体是疫情过后率先进行旅游的消费群体，因为他们拥有更稳定的可支配收入。新冠疫情让中老年游客暂停了旅游活动，但这不会改变该群体对旅游的渴望。”

品牌针对中老年人进行营销时，需要将该群体描绘成年轻又充满活力的形象，摆脱该群体年老体弱、依赖他人的刻

板印象。”

- 赵凌波，高级分析师——2020年4月30日

面膜 (应对新冠疫情之后) - China

“新冠疫情爆发之前，面膜市场的激烈竞争导致了宣传成本不断增加并且同质化现象愈发严重。如今的机遇在于：开展探索创新以解决新生活方式（如在公共场合佩戴口罩）引发的皮肤问题；推出针对25岁以上女性的抗衰老面膜，以实现高端化；通过更注重保护肌肤屏障和进一步细分小众场景以提高女性用户的使用频率；以及，投资市场教育以提高面膜在男性中的渗透率。”

- 尹昱力，初级研究分析师，2020年4月30日