

## October 2020

### America's Pet Owners: Incl Impact of COVID-19 - US

“It may be a tough year for humans, but 2020 has been great for pets. Cat and dog adoptions spiked prior to lockdowns in March and April, and now pet owners are spending more time at home with their furry loved ones. Many owners will emerge from the pandemic with ...

### Auto Advertising: Incl Impact of COVID-19 - US

“Automakers invest too much money into their advertising strategy for their ads to be ineffective and lacking influence. According to Pathmatics, advertisers spent more than \$1.4 billion on digital auto ads in 2019. That’s a considerable amount of money to invest in campaigns that aren’t influencing consumers’ purchase intent ...

### Beauty Devices, Tools and Accessories: Inc Impact of COVID-19 - UK

“Innovation has driven demand for beauty/grooming devices, tools and accessories in recent years, and the value of the market was further boosted by COVID-19 as consumers embraced DIY alternatives in place of professional treatments. The category’s non-discretionary nature and ties to wellbeing will buoy demand going forward, but consumers ...

### Beauty Services - China

“The beauty service market in China has embraced a period of macro-environment changes with stricter regulation and more transparent information. Consumers’ demand has not been dampened by COVID-19, while they also need real proof in this result-driven market. The interest in technological innovation brings opportunity, while the involvement of online ...

### Breakfast Eating Habits: Inc Impact of COVID-19 - UK

### Attitudes Towards Debt: Incl Impact of COVID-19 - Canada

“Government support programs and, to a lesser extent, financial relief measures offered by lenders have provided a much-needed financial lifeline to Canadians requiring support due to the economic shock effects of the pandemic.”

– Sanjay Sharma, Senior Financial Services Analyst

### Auto Market Beat - Q3 - China

“Overall volume sales in the third quarter of 2020 demonstrated monthly average growth of 8% compared to the third quarter of 2019. On the one hand, volume sales of luxury brands continued steady growth in the second quarter, reflecting the stable consumption capacity of consumers targeted by luxury brands. On ...

### Beauty Retailing: Incl Impact of COVID-19 - US

“Beauty retail sales were well positioned for growth before COVID-19. However, the pandemic caused immediate disruption to the beauty retail landscape as well as consumers’ lives and consequently, their beauty routines. While segments such as facial skincare will see growth as consumers prioritize it as part of their wellness routines ...

### Brand Overview: Retail: Inc Impact of COVID-19 - UK

“COVID-19 will introduce even more ethical indicators that need to be appropriately dealt with, particularly when it comes to the treatment of staff, vulnerable members of society or NHS workers. But while retailers have increased their ethical activity over recent years, it is important to note that those with strongest ...

### Breakfast Foods: Incl Impact of COVID-19 - US

“More people having breakfast at home every day during the COVID-19 pandemic boosted retail sales of breakfast foods, but with a return to workplaces and schools brands in breakfast foods face a challenge holding on to some of these increases in sales. Healthier but convenient breakfasts are a big opportunity ...

### **Cheese: Inc Impact of COVID-19 - UK**

“COVID-19 has provided a boost to cheese sales. Its value proposition, shelf life and versatility will have worked in the category’s favour during the strict spring lockdown, with the leading cheddar segment and recipe cheese benefiting as people ate at home and cooked from scratch. Cheese’s affordable image and the ...

### **Chronic Health Consumer: Incl Impact of COVID-19 - US**

“Chronic disease is prevalent in America and impacts more than half of US adults. As COVID-19 persists, chronic health consumers are challenged to accept living as an at-risk population, adjusting to new healthcare services and guidelines and managing costly treatment through economic uncertainty. Chronic health managers will seek support from ...

### **Clothing Retailing: Inc Impact of COVID-19 - France**

“The fallout from the COVID-19 epidemic has shaken up and destabilised the French fashion retail sector, which was already in crisis. Winners will include the most successful online operations of both pureplayers and store-based retailers, as well as sports retailers. There will be plenty of losers however. Some big names ...

### **Clothing Retailing: Inc Impact of COVID-19 - Spain**

“Spain is facing its worst recession since the Civil War, and consumers face a difficult and uncertain future. Unemployment, which was already high, is soaring, particularly amongst young people, impacting on confidence and purchasing power. Fashion is a largely discretionary spending area, and retailers have an uphill battle to regain ...

“The pandemic prompted a shift in breakfast, with at-home consumption taking a greater role and options from foodservice operators significantly diminished, as morning commutes were, for much of the country and the year, also reduced. Consumers will crave the experience of foodservice-style breakfast and brunch, suggesting that menu-inspired packaged options ...

### **Children's Healthcare: Inc Impact of COVID-19 - UK**

“The children’s healthcare category saw strong growth of 4% to £194 million in 2019, as parents prioritised quality and invested in higher-value branded remedies rather than own-label products. With the pandemic driving a focus on health and wellbeing, the category is set to continue to see strong value growth in ...

### **Clothing Retailing: Inc Impact of COVID-19 - Europe**

“Clothing, footwear and accessories is among the sectors being hit the hardest by the ongoing COVID-19 pandemic across Europe, and we expect the leading five economies to experience drops in retail specialists’ sales of between 20% and 32% in 2020. Specialist retailers continue to lose share of spending in the ...

### **Clothing Retailing: Inc Impact of COVID-19 - Italy**

“The severe shock caused to clothing retailers by the COVID-19 outbreak looks to set to have longer-term implications, with a sizeable proportion of consumers still worried about visiting stores. Retailers will therefore need to offer their customers a truly multi-channel range of options for purchasing, with a particular focus on ...

### **Clothing Retailing: Inc Impact of COVID-19 - UK**

“Appetite for clothing has dropped dramatically since the first lockdown and will be dealt a further blow with the second national lockdown during peak trading season, making it one of the hardest-hit retail sectors in 2020. As online shopping for fashion increases and the shift away from stores creates a ...

## Cloud Computing: Inc Impact of COVID-19 - UK

“COVID-19 has emphasised more than ever the need for robust digital infrastructure able to cope with remote working arrangements. The economic uncertainty associated with the pandemic is also causing further caution in investment decisions. With cloud computing transferring risk from Capex investment to scalable Opex, it is ideally placed to ...

## Consumers and Health Insurance: Inc Impact of COVID-19 - UK

“Prior to the pandemic, virtual healthcare had been pitched as the future of market, but had been slow to take off. COVID-19 has been a trigger for real change, as people have had no option but to use alternative channels to F2F. Now, thanks to the accelerated rollout and use ...

## Credit Card Marketing - China

“Consumers are familiar with credit and consumption loan products, which have become easily accessible through various online financial services. However, credit cards have continued to maintain a healthy level of interest among consumers despite the challenges posed by the regulatory and competitive environment. Going forward, banks are poised for new ...

## Dairy and Non-Dairy Milk: Incl Impact of COVID-19 - US

“The milk market is comprised of two distinct groups, dairy and non-dairy, with the former being the behemoth in terms of market share. However, non-dairy stealthily continues to grow its share through innovation and by leveraging eco-friendly and functional health attributes. While there is a degree of cannibalism between the ...

## Digital Trends: COVID-19 - Canada

“In the first weeks of the pandemic, Mintel predicted that the digital tech industry would see an increase in demand as consumers spent more time at home. That did happen as expected, but there is now ample evidence

## 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 ...

## Consumers and Investing: Inc Impact of COVID-19 - UK

“Despite the continued uncertainty caused by the COVID-19 outbreak, the prospects for the retail investment market are positive. Net sales have increased as people have looked to take advantage of increased volatility in the market, whilst falling savings rates will act as further motivation for those contemplating opening an investment ...

## Current Accounts: Inc Impact of COVID-19 - UK

“Current account providers offered significant support to customers during the first six months of the COVID-19 pandemic, and this will boost perceptions of the industry. However, as brands look to shift focus back to competing for new customers, they must continue to stand by existing customers as many are likely ...

## Digital Trends - Fall: Incl Impact of COVID-19 - US

“Consumer digital behaviors have rapidly changed in the short period of time since COVID-19 disrupted everyday life. Video conferencing has become widespread and normalized; digital wallet usage has increased, online shopping has increased, and digital streaming consumption along with other forms of online entertainment has boomed. Consumers have turned to ...

## E-sports - China

“COVID-19 has slowed fan-based revenue growth, but boosts gaming number which will be a good asset for esports industry going forward. Compared to traditional sports tournaments, esports had an easier transition online. The perception of esports is similar to traditional

to suggest that many of the behaviours sparked by the pandemic will ...

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

“The leading European countries continue to show polarised performances, with Italy finally experiencing retail sales growth in value while in Spain, retail sales continue to decline. Shoppers around Europe are still worried of being exposed to COVID-19 and about how the pandemic might reshape their lifestyles, as the shift to ...

## Evolving eCommerce: Shopping on Social: Incl Impact of COVID-19 - US

“Prior to COVID-19, the ecommerce ecosystem was continuing its ongoing evolution. This included incorporating the latest technologies and platforms that streamlined the shopping process for consumers – including the continued adoption of social commerce capabilities. In light of the pandemic, these efforts have been accelerated as consumers’ shopping behaviors shift ...

## Food and Non-Food Discounters: Incl Impact of COVID-19 - UK

“The discount sector is well positioned to benefit from the economic uncertainty in the UK caused by the COVID-19 pandemic. With a more mature market, competition will be fierce and retailers will have to work hard to differentiate themselves. The food discounters have managed to carve out a unique niche ...

## Healthy Eating Trends: Incl Impact of COVID-19 - Brazil

“Due to the impact of COVID-19, healthy eating has become even more important in order to achieve a healthy body and boost the immune system. It also helps control the weight gained during the outbreak due to the lower levels of physical activity, deal with stress and anxiety and improve ...

sports in terms of the competitiveness between teams. Considering the ...

## Evolving eCommerce: Alcoholic Beverages: Incl Impact of COVID-19 - US

“The pandemic resulted in the rapid adoption of online alcohol delivery services as consumers chose to avoid shopping in-store. While online alcohol retailers enjoyed unanticipated success, they face the challenge of retaining customers during a recession when consumers are extra-sensitive to fees associated with online shopping. Online alcohol beverage services ...

## Evolving eCommerce: Subscription Services: Incl Impact of COVID-19 - US

“The number of different subscription services available is currently outpacing the amount of interested consumers at this point. The subscription market is slated to continue growing, especially as consumers spend more time at home amid COVID-19 and see the benefits of having goods delivered to their doorstep. However, they need ...

## Foodservice Alcohol Trends: Incl Impact of COVID-19 - US

“Foodservice alcohol sales saw immense losses in 2020 due to the COVID-19 crisis and ensuing recession, just as with foodservice sales overall. Instead of purchasing alcohol from restaurants and bars, consumers stocked up on packaged alcohol from retail channels, which stole enormous market share away from alcoholic beverages sold through ...

## Hispanics and Household Cleaning Trends: Incl Impact of COVID-19 - US

“COVID-19 made cleaning the house a priority, and the majority of Hispanics have increased their cleaning frequency. Because COVID-19 is the key factor driving the shift, Hispanics’ cleaning habits may slow down once the pandemic is under control. Brand messaging related to protection and hygiene are critical now, though as ...

## Holiday Rental Property: Inc Impact of COVID-19 - UK

“Holiday rental properties will recover faster than the wider travel market, due to their affordability and the associated self-catering aspect, which enables travellers to avoid contact with other unfamiliar people. COVID-19 will also widen the sector’s customer pool, as many will try out rental properties for the first time.” ...

## Home Laundry Products: Incl Impact of COVID-19 - US

“With consumers prioritizing cleanliness and disinfecting more than ever, COVID-19 has spurred short-term sales in the historically slow-moving home laundry category. Sustaining growth in the longer term remains challenging however, and brands will need to understand how consumers’ needs are changing during this critical time to develop new solutions to ...

## Household Surface Cleaners: Incl Impact of COVID-19 - US

“It is rare that household cleaning products have been deemed such a popular topic of conversation. Yet that is one of the outcomes of the COVID-19 health crisis that has maximized time spent at home and generated consumer enthusiasm toward cleaning and home hygiene. Growing safety and financial concerns, and ...

## Ingredient Trends in Beauty and Personal Care: Incl Impact of COVID-19 - US

“The unprecedented arrival of COVID-19 is accelerating demand for clean products. This will impact not only beauty categories but also highly functional personal care categories, suggesting that brands within these categories will need to tap into clean beauty sooner than they anticipated. A stronger focus on health and safety is ...

## Iogurte: Incluindo Impacto da COVID-19 - Brazil

## Home Laundry Products: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has raised the importance of home laundry and brought a new desirable attribute: fabric disinfection. The category’s brands find a favorable scenario for innovations inspired by the cosmetic industry, helping consumers take care of their clothes and prolong their lifespan. Products in concentrated versions can stand out ...

## House Building: Inc Impact of COVID-19 - UK

“Despite significant disruption due to COVID-19, activity in the UK house building market has recovered substantially, with minimal effect on the underlying strength of the market. Demand continues to be restricted by prices, however, particularly in prime markets such as London and the South East, despite the government’s success in ...

## Impact of COVID-19 on Travel - China

“Market recovery has been supported by domestic local travel so far. The strong willingness to adopt various types of travel, including domestic and outbound, in the near future suggests robust demand for further recovery.

The travel market will become more consumer-driven after COVID-19. People want to experience quality travel. Though ...

## Inhalables vs Edibles: Incl Impact of COVID-19 - US

“Inhalables and edibles are the most popular cannabis formats and are the most familiar to consumers. Edibles, however, are encroaching on the reign of inhalable varieties, particularly edibles like gummies and baked goods. Lung health is on the mind of consumers because of COVID-19, but the negative associations with inhaling ...

## Laundry Detergents, Fabric Conditioners and Fabric Care: Inc Impact of COVID-19 - UK

“A categoria de iogurtes deverá enfrentar desafios provocados pela crise econômica, assim como todos os itens não essenciais da cesta de compras do brasileiro. Marcas devem procurar oferecer opções de produtos mais baratos e apostar em benefícios para a imunidade e a saúde para tentar minimizar os impactos da crise ...

## Lifestyles of Gamers - China

“The population of online gamers in China reached 540 million in June 2020 and is expected to continue growing. In the wake of COVID-19, online gaming is increasingly accepted as a type of online entertainment/activity. The positive effects of online gaming, such as de-stressing, being inspired by the game ...

## Meal Kits: Incl Impact of COVID-19 - US

“While meal kits have seen ups and downs since the first services started to appear around 2012, the COVID-19 pandemic has provided the industry with a boost as consumers have focused on home cooking and looked to limit grocery shopping trips. The increase in demand has also at least temporarily ...

## Media Trends Autumn: Inc Impact of COVID-19 - UK

“Parents of young children look to be a particularly important demographic for different media sectors throughout the COVID-19 pandemic. In an attempt to keep their children entertained and educated while social distancing restrictions have been in place, parents have increased their use/purchase of different media content, from video subscriptions ...

## Mobile Gaming: Inc Impact of COVID-19 - UK

“Game streaming is gaining prominence on mobile devices and Android’s support for Google Stadia and Xbox Game Pass could provide a key motivator for people to switch away from the iPhone, with Apple currently refusing to allow the services to operate on iOS as it stands. Similarly, mobile network providers ...

“Sales of laundry products remain on a similar course to pre-COVID-19, but the pandemic has created new opportunities. Cautious consumers will consider hygiene claims appealing and on-the-go sanitising sprays will particularly resonate with consumers when their routines return to something like normal. Products that can help make wearing face masks ...

## Living and Dining Room Furniture: Inc Impact of COVID-19 - UK

“The market for living and dining room furniture is set to be badly impacted by COVID-19. In particular, the pandemic is likely to delay any recovery in sales after what was a period of slowing demand prior to early 2020. Nevertheless, there are segments of the market performing well with ...

## Meat: Incl Impact of COVID-19 - Canada

“Canadians’ attitudes towards meat are changing. Over twice the number Canadians say they are eating less than more meat compared to three years ago with health being the biggest reason for the shift. Meat’s impact on the environment and its rising cost emerge as other key reasons. While meat remains ...

## Mobile Device Apps: Inc Impact of COVID-19 - UK

“The market for mobile apps has enjoyed a significant boost in 2020, as consumers download, use and spend more in apps than ever before. Lockdown has been the catalyst for an uptick in apps from productivity, education, retail to health and leisure, and has the potential to play a part ...

## Multicultural Young Adults - Cultural Engagement and Experiential Marketing: Incl Impact of COVID-19 - US

“Brands that deliver on multicultural young adults’ expectations of offering fun, information and connection with others will deepen their value and purpose in participants’ lives.”

## Multicultural Young Adults and Foodservice: Incl Impact of COVID-19 - US

“The COVID-19 pandemic has had an outsized effect on multicultural young adult populations, both economically and from a health standpoint. This has affected how they judge foodservice providers, and to even be in contention for their dollars, the baseline requirements for restaurants are to keep customers safe and provide economic ...

## Nutrition Knowledge - China

“While consumers’ demand for healthy eating remains high, their nutrition knowledge is also increasing. To further help consumers learn nutrition knowledge efficiently, brands could visualise their products’ key-featured ingredients via front-of-pack design. Other opportunities lie in creating more types of “better-for-you” food and drinks (eg low sodium options), balancing taste ...

## Payment Methods - Ireland

“While the COVID-19 outbreak has dramatically disrupted and upended numerous industries and sectors, this is not the case with retail payment methods and options. In fact, the effects of the COVID-19 on consumers’ behaviour and attitudes towards payments have largely served to accelerate and give added force to shifts and ...

## Pets - Ireland

“COVID-19 has seen Irish pet owners able to spend more time with their pets, with pets widely acknowledged as alleviating some of the isolation of lockdown during the crisis. This has likely only deepened the relationship that Irish consumers have with their pets and in turn could lead to more ...

## Pizza: Incl Impact of COVID-19 - US

- **Toya Mitchell, Senior Multicultural Analyst**

## Nappies - China

“Fewer newborns means market growth will be more reliant on spending per capita. Brands need to provide high quality products not only satisfy parents’ basic needs of breathability material but innovating on products with specialized patent, also for ultra-sensitive skin conditions with additional skin care benefits could be a way ...

## Online Retailing: Delivery, Collection and Returns: Inc Impact of COVID-19 - UK

“Online retail has seen rapid growth in light of COVID-19 and this has placed a strain on logistics networks across the sector. The sector has reacted rapidly to meet demand and from consumers there is a new-found respect for the work done by delivery personnel. However, with online set to ...

## Peer-to-Peer Business Finance: Inc Impact of COVID-19 - UK

“In the times ahead, businesses will look for the best and quickest ways to obtain finance. With economic uncertainty expected to last for at least a few more quarters yet, investors are also seeking a middle ground between the volatility of stocks and shares and the relatively poor returns on ...

## Pizza and Italian Restaurants: Inc Impact of COVID-19 - UK

“The entrepreneurial spirit of pizza and Italian restaurants/takeaways is strong and some have actively sought out change and embraced innovation amid the pandemic. The first step is to reach out to consumers who need at-home and contactless dining options, and some of these concepts are worth continuing as a ...

## Produtos para Cuidados das Roupas: Incluindo Impacto da COVID-19 - Brazil

“COVID-19 brought sudden gains to the modestly growing pizza category in 2020. These gains are likely to have residual staying power over the next year as consumers rely on affordable and convenient meal solutions during a recession. However, these very elements of value that benefit packaged pizza are also strong ...

### **Religion and Spirituality in America: Incl Impact of COVID-19 - US**

“While religious affiliation may be declining in the United States, consumers’ need for communal support, emotional comfort, and a set of beliefs that help them understand the world is still prevalent. The COVID-19 pandemic and the uncertainty of 2020 has only accentuated this need. Brands have an opportunity to act ...

### **Small Home Appliances - China**

“Small home appliance is the future growth engine and brands’ focus for entire home appliances industry. With the emerging pursuit on health and lifestyle by consumers, the innovative small home appliances with new function, technology and designs would be more popular in the market. Although the online channel is dominating ...

### **Solo Holidays: Inc Impact of COVID-19 - UK**

“Solo travel will be slower to recover from the COVID-19 pandemic and recession than travel with other companions. However long-term prospects are strong, especially in the older segment of the market, due to rapid population growth amongst singles over 55. It is becoming more of a cultural norm for people ...

### **Sports Betting: Incl Impact of COVID-19 - US**

“As long as sports are played there will be sports betting. This truth caused turmoil in the sports betting industry during the COVID-19-induced sports shutdown, as there was very little left for consumers to bet on. However, the industry came through the other side thriving as sports bettors met the ...

“A pandemia de COVID-19 elevou a importância do cuidado das roupas, e trouxe um novo atributo desejável: a desinfecção dos tecidos. As marcas da categoria encontram cenário propício para inovações inspiradas na indústria cosmética, ajudando os consumidores a cuidar das roupas e prolongar seu tempo de vida útil. Os produtos ...

### **Seasonal Shopping (Spring/Summer): Inc Impact of COVID-19 - UK**

“COVID-19 significantly impacted consumer spending for 2020 summer/spring seasonal events as lockdown restrictions forced many to celebrate Easter and Father’s Day apart from key family members. We expect to see consumers holding back on discretionary spend as the impact of the COVID-19 recession lingers on and the upcoming Brexit ...

### **Solar Panels: Inc Impact of COVID-19 - UK**

“Whilst COVID-19 is not expected to present a big risk to the UK solar PV market in the medium term, a protracted economic recovery would hit solar PV demand in residential and commercial sectors. Looking ahead, market growth is anticipated to be initially driven by ground-mounted solar PV installations, with ...

### **Spending Habits in Lower Tier Cities - China**

“Economic uncertainty has made lower tier city consumers’ attitudes and behaviour more cautious. However, they are still pursuing premium brands and quality products. Their concern is not resulting in a ‘consumption downgrading’; on the contrary, it may lead to higher expectations of product value and meaningful consumption. Apart from meeting ...

### **Sports Participation: Inc Impact of COVID-19 - UK**

“Enthusiasm for sport has remained strong throughout a period in which the venue closures and operating restrictions of the COVID-19 pandemic have badly damaged market value. While this retained interest – supplemented by a new prioritisation of mental wellbeing in the next normal – offers a path to revived growth ...



## Still, Sparkling and Fortified Wine: Incl Impact of COVID-19 - UK

“While the COVID-19 outbreak gave a boost to retail wine sales, these are in the firing line for cutbacks in 2021 amid pressure on household incomes. Meanwhile consumers’ heightened health awareness will accelerate the alcohol reduction trend. Opportunities remain, however, for small bottles to appeal as offering portion control and ...

## Tendências em Alimentação Saudável: Incluindo Impacto da COVID-19 - Brazil

“A alimentação, saudável ganhou ainda mais destaque por impacto da COVID-19. Tanto como forma de cuidar da saúde imunológica, física e manter o peso diante da diminuição de atividades físicas, como também para lidar com a ansiedade e melhorar a saúde mental e emocional. Neste cenário, existe espaço tanto para ...

## The Natural Household Consumer: Incl Impact of COVID-19 - Canada

“Although natural household care products will continue to be valued as healthy and sustainable options, the COVID-19 pandemic has caused a shift in priorities for Canadians looking to care for themselves and their homes. As disinfection has become a huge focus across the country, shoppers are now looking for protection ...

## Trending Flavors and Ingredients on the Menu: Incl Impact of COVID-19 - US

“The foodservice industry is undoubtedly one of the hardest hit by the COVID-19 pandemic, and operators have rearranged business models, menu offerings and demonstrated unmatched agility to continue servicing customers. Much of this year’s innovation prioritized operations but as we enter the next stages of industry recovery, focused menu innovation ...

## Wine: Incl Impact of COVID-19 - US

## Suncare - China

“In 2020, COVID-19 has dragged down the fast growth that has previously shaped the China suncare market. The accumulated awareness of using sunscreens for the indoor and urban environment has resulted in minimal impact from reduced outdoor activities and mask wearing. These usage occasions, together with consumers’ sustained interest in ...

## The Ethical Food Consumer - Ireland

“Animal welfare and environmental and health concerns are among key reasons for buying ethical food and drink among Irish consumers, however, there is uncertainty among consumers over what the different ethical certifications stand for and whether their buying choices make a difference. This is only being exacerbated as COVID-19 has ...

## The Wellness Traveller: Incl Impact of COVID-19 - UK

“Consumers’ need to de-stress and care for their mental wellbeing will be COVID-19’s key legacy driving the future of wellness travel. While wellness breaks’ expensive reputation will keep many price-sensitive travellers at bay during the recession, the long-term outlook remains positive. Although there will be growth in many niche types ...

## UK Retail Briefing: Incl Impact of COVID-19 - UK

“After almost two years of rumours Walmart has finally sold Asda in a £6.8 billion deal to the Issa brothers and private equity firm TDR Capital. The deal takes Asda both private and into British ownership for the first time in 20 years, and marks the start of a ...

## Women's Facial Skincare - China

“The women’s facial skincare market has seen strong value growth year-on-year, driven by the prestige sector

“The size and breadth of the wine category puts it in a strong position to respond to the impact COVID-19 has played on where, when, and how much consumers drink. In the near term, wine brands will need to define and own drinking occasions in an environment that limits the ...

## Yogurt: Incl Impact of COVID-19 - Brazil

“The yogurt category, like other nonessential items in Brazilians’ shopping lists, will have to face a challenging market due to the economic crisis. Brands should try to offer more affordable options and invest in immunity and health claims in order to minimize the impact of the crisis on the category ...

## 信用卡营销 - China

“消费者熟悉市场上的消费信贷产品，而且很容易通过各种在线金融服务获取此类贷款。然而，尽管面临着监管和竞争环境所带来的种种挑战，但信用卡市场依然对消费者保持着不容小觑的吸引力。展望未来，随着银行加大投资力度来建立强大的金融科技生态系统，强化现有客户策略以留住原有信用卡用户，并说服更多首选移动设备的年轻消费者和服务不足的用户加入使用信用卡的行列，再推出一些更周到、更便捷且更安全的创新产品、服务和奖励措施，以拓展其在新市场中的份额，各家银行准备好迎接新一轮的增长。”

## 婴幼儿纸尿裤 - China

“新生儿数量减少，意味着市场增长将更依赖于人均消费情况。品牌需提供高品质的产品，不仅要满足家长对纸尿裤透气性材料的基本需求，还要通过专利对产品进行创新。同时，品牌针对超敏感肌肤在产品中添加护肤功效，也是从激烈竞争中脱颖而出的一种方式。”

— 靳尧婷，研究分析师

## 汽车市场动态——三季度更新 - China

“2020年第三季度整体销量同比2019年三季度呈现出月均8%的增长。一方面，豪华品牌销量延续了二季度的平稳增长，体现出豪华品牌的受众消费者稳定的消费能力；另

and the expansion of online business. Penetration is very high and continues to rise, especially facial treatment products such as serum and eye cream, indicating that women continue to seek more advanced skincare solutions ...

## 低线城市：消费习惯研究 - China

“虽然经济环境的不稳定性让低线城市消费者的消费心态和行为在短期内趋于谨慎，但他们对于高端品牌和产品品质的追求仍在，“消费顾虑”并没有导致明显的“消费降级”，反而可能让消费者对产品价值和消费意义有一个更高的衡量标准。除了满足基本需要，超前消费能在日常消费场景中为消费者带来累加的满足感，更个性化的高端产品则代表着质感与情调。疫情也让消费者愿意更多购买本土品牌来表现对国家的支持，国产品牌不妨积极利用本土文化元素，通过在产品设计中增加文化体验元素，更多诠释品牌活动的历史内涵和文化意义，来提升产品设计感和品牌质感，触及低线城市消费者。”

## 女士面部护肤品 - China

“得益于高端品类的发展和线上业务的扩张，女士面部护肤品销售额在近年来强势增长。渗透率颇高且继续上涨，尤其是精华和眼霜等面部护理产品，说明女性不断寻求更先进的护肤方案。长远来看，健康将成为拉动消费者需求的最重要因素。护肤品将融入消费者的生活方式，不仅改善皮肤健康，也关注消费者的情绪，从而帮助消费者获得整体健康。”

— 李玉梅，高级研究分析师

## 小家电 - China

“小家电将是整个家电行业未来的增长引擎，也是品牌关注的焦点。随着消费者对健康和美好生活的追求不断提升，具备新功能、新技术、新设计的创新小家电将更加受到市场的青睐。虽然消费者主要通过线上渠道购买小家电，但实体店仍然是他们挑选产品的重要渠道，也为他们提供更完善的购物体验。此外，智能化是小家电发展的必然趋势，品牌可以加大对渠道和智能家居生态系统的投入以吸引消费者。”

— 施洋，研究分析师

## 游戏玩家的生活方式 - China

“2020年6月，中国网络游戏玩家规模达到5.4亿人，并有望继续增长。疫情下，网络游戏作为一种线上娱乐/活动越来越被人们接受。网络游戏的积极作用，如解压、从游

一方面，以长安、五菱和奇瑞为代表的国产品牌也因为其成功的产品更新而获得了更多的市场份额。从营销方面来说，由于消费者将越来越多的注意力从汽车的外在转移到了内部空间体验，因此比起展示速度与“肌肉”，从听觉、视觉等方面尽可能的展现乘客的车内体验成为了当下汽车营销的新趋势。”

— 周同，高级研究分析师

## 电子竞技 - China

“新冠疫情减缓了以粉丝为基础的收入增长，但增加了游戏数量，这将是电子竞技行业未来发展的良好资产。与传统的体育赛事相比，电竞的线上过渡更为容易。就团队之间的竞争而言，消费者对电竞的看法与传统体育相似。鉴于电竞的商业模式尚处于起步阶段，联盟和团队仍在探索品牌塑造、竞赛和社交观看的新方式。”

— 许昕远，初级研究分析师

## 美容服务 - China

“中国美容服务市场经历了宏观环境变化时期，监管更严格，信息更透明。消费者需求并未受新冠疫情抑制，但在这一效果驱动的市场，他们也需要切实证据来证明美容效果。消费者对技术创新的兴趣带来机会，而线上渠道的参与推动了对消费者的科普。”

— 周文棋，研究分析师

## 设计师品牌 - China

“长期以来，中国的设计师品牌一直受到忽视。但随着年轻一代成为消费主力，设计师品牌开始被更频繁地提及。虽然公众对设计师品牌的认知仍然有限，但对设计师品牌的态度已经发生了变化。在社交网络和名人效应的协同作用下，再加上多品牌集合店和专卖店越来越受欢迎，设计师品牌的价格、质量和口碑将进一步受到肯定。”

— 董文慧，研究分析师

戏设计中获得灵感、获得成就感以及与他人相连接的感觉，正吸引更多的人，无论男女老少，来成为网络游戏玩家。

尽管手机游戏享有最高的渗透，但更多玩家倾向于在电脑和平板电脑上玩游戏，以寻求高质量的、沉浸式的游戏体验。这种升级趋势也反映在游戏内消费以及游戏相关产品和服务的消费上。接触玩家的一个有效途径是线上渠道，尤其是短视频平台，同时线下活动也有助于激发玩家的热情并刺激消费。”

— 甘倩，研究分析师，2020年10月31日

## 疫情对旅游偏好的影响 - China

“截至目前，旅游市场的复苏主要来自国内本地旅游。消费者有强烈意愿在近期参与各种类型的旅游，包括国内游和出境游。强劲消费需求支持市场进一步恢复。”

新冠疫情后，旅游市场将变得更加由消费者主导。人们希望体验高品质旅游。定制化旅游已在市场上兴起，但是消费者比以往对定制化更感兴趣。人们总会有休闲需求，但不同类型休闲活动的优先级正在发生变化。专注于情绪健康能助力旅游商家锁定更多休闲时间和休闲消费预算，鼓励出游。这一点对于在孤独感面前更脆弱的Z世代消费者尤为重要。”

## 营养认知 - China

“随着消费者对健康饮食的需求增加，他们的营养认知也在增强。为了进一步帮助消费者有效地学习营养知识，品牌可在包装正面直观地展现产品的主要特征成分。其他机会包括推出更多种类的健康食品和饮料（例如低钠的选择），平衡纵享品类的口味、价格和营养（例如低价、小包装），以及提升特殊饮食理念的时尚度、口味和健康功能。此外，消费者将更依赖个性化的营养解决方案来实现其健康饮食目标（例如将生化检测与健康饮食计划相结合）。相关服务提供商可挖掘这一领域的机会在未来的市场中蓬勃发展。”

— 刘文诗，研究分析师，2020年10月23日

## 防晒产品 - China

“2020年，新冠疫情拖累了此前形成的中国防晒产品市场的快速增长。而在室内和城市环境中使用防晒产品的意识不断增加，室外活动减少以及佩戴口罩对该市场的影响非常小。这些使用场景叠加消费者对美的兴趣持续支撑市场正增长。展望未来，防护力、安全性和适用性将成为近期新产品发布的基本驱动力，以回应消费者的需求，这有助于迅速恢复市场的增长势头。品牌未来机会点在于更好地沟通和科普产品的防护效果，扩大防晒范围和可抵御各种外部因素的防护力，以及通过使用有效性经科学证明的天然成分来构建安全形象。在防晒产品中跨界护肤品的概



念、，通过护肤特质更好地迎合消费者不断发展的皮肤需求，也将为市场带来额外价值和消费兴趣。”