

December 2018

Affluent and High Net Worth Investing - US

"In the US, more and more consumers are joining the ranks of the affluent and high net worth investors. These individuals are not intimidated by investing, are committed to securing a comfortable retirement, and they prefer a responsive and available human touch when needed."

- Chris Shadle, Financial Services Analyst

Attitudes towards Sharing Economy - China

"Chinese consumers have not built up the habit of using sharing products and services and show great concern. As the market still stands in an emerging to growth stage, rules and regulations need to be further improved. Yet it also provides substantial space for companies to grow and innovate. Although ...

Beer - UK

"Consumers' desires to lead healthier lifestyles is evident, this feeding through to the trend towards people reducing/limiting alcohol intake. Given the strong consumer perception that low-/no-alcohol beers allow you to drink more beer, there is scope for such variants to forge a role as the permissible face of ...

Brand Leaders - UK

"Although many brands are undertaking new and exciting initiatives, particularly in terms of product/service development or ethical behaviour, there tends to be a prevailing attitude amongst consumers that brands which have 'been there and done that' are the ones that excel."

Buying for the Home Online - UK

"Online retailing accounts for 12.4% of sales through household goods stores and 18.5% of all consumer spending on the home. Online sales of goods for the home have grown at a rapid rate, growing share of

Alimentação Saudável - Brazil

"Apesar de se mostrar interessado em adotar e manter hábitos alimentares mais saudáveis, o brasileiro vê grandes barreiras no alto custo das opções saudáveis, na dificuldade de identificar e de encontrar esses produtos. Entretanto sua disposição para pagar mais caro por produtos com claims específicos como orgânicos/naturais, com adição ...

Beer - China

"To some extent, Chinese consumers are interested to know how to evaluate beer. They have begun to taste the beer and pay attention to the flavour of the beer, not just as a simple food companion. For beer companies, how to grasp this change to communicate with consumers on beer ...

Black Food and Drink Shopper - US

"Black consumers are estimated to spend \$72 billion on food and drink in 2018, a 4.5% increase vs 2017. Falling market prices along with better economic conditions may lead this consumer to buy more of their favorite brand names in categories such as meats and center-of-store items to please ...

Branded Serviced Apartments and Extended Stay - International

"European serviced-apartment capacity is on the cusp of a major expansion. Consolidation in the sector is likely to continue, as it creates economies of scale and offers a way to rapidly expand a group's network. The leisure market for branded long-stay accommodation will be increasingly targeted as a growth segment ...

Camping and Caravans - UK

"Upmarket options are enabling the market to make greater inroads into more affluent demographics. However, camping and caravanning has one of the broadest social appeals of all holiday types, and

consumer spending, while sales through stores have been relatively stable over the ...

Car Aftermarket - China

"Consumers' planned car usage length has extended to 6.4 years in 2018 from 5.9 years in 2017, which means increasing demand for maintenance and repair. More and more females and young males are taking up sole car maintenance responsibility within the household, driving the need for information channels ...

Chinese Style Cooking Habits - China

"In fact, cooking and eating at home nowadays is more like a family activity or something of a lifestyle choice, it is not just for filling the belly but something that can strengthen the bonds between couples, between kids and parents. When selecting food such as soy sauce, consumers try ...

Cleaning in and Around the Home - UK

"Brands in the cleaning market have to react to changes in the structure of households in the UK – more older consumers, more people living alone, more people living with less space, and hence less need to clean. Adapting to that will be challenging, but there are positive signs too ...

Consumers and Banking Innovation - UK

"The launch of Open Banking has transformed the retail banking landscape for providers looking to attract customers with innovative services. However, the limited participation of the biggest banking brands and consumers' cautious approach towards new services has resulted in a muted impact so far. Open Banking needs clear support from ...

Contract Catering - UK

"The contract catering market successfully navigated Brexit headwinds for a second year in 2018. Growth was

affordability and accessibility for those with tighter household budgets need to remain core elements in the future."

Carnes e Aves: Processados, Não-processados e Alternativas - Brazil

"Os brasileiros estão mais preocupados com a qualidade e marca das carnes que compram, consequência da operação "Carne Fraca", escândalo que revelou irregularidades nas condições sanitárias dos produtos cárneos produzidos no país. Com o aumento das exigências dos consumidores, apostar em sistemas de rastreamento da cadeia produtiva, além de investir ...

Cinemas - UK

"Rising ticket prices may deter cinema-goers from visiting as regularly as they'd like. Cinema operators are therefore looking at revenue streams beyond raising ticket base prices, including investing in widescreen theatres and ultra-comfortable VIP seating. However, by increasing the range of ticket options they risk losing clear differentiation between standard ...

Coffee Shops - UK

"With four in five coffee drinkers wanting to customise their drink, shops that offer create-your-own options will thrive in today's challenging high street conditions. But it's not just customisation that's important. Whether it's becoming destinations for work, socialising and convenience, focusing on sustainable schemes or meeting health goals, coffee shops ...

Consumers and Insurance Innovation - UK

"Innovative and tech-based approaches to insurance are here to stay, but remain niche and are yet to significantly shake up the industry. Partnerships between traditional providers and start-ups will become more common to please that minority that values technology most, but effective overall innovation needs to start at the beginning ...

Cooking Enthusiasts - Canada

"It can be said that Canadians know their way around a kitchen given that virtually all Canadians (97%) claim to

underpinned by robust consumer expenditure and strong demand in business and industry and education, tied in part to record employment and pupil numbers.

However, margins remain pressured by mounting price competition, while the industry ...

Cooking Sauces and Pasta Sauces - UK

"The popularity of making sauces from scratch and the growth of own-label continue to chip away at value sales in the market. Addressing consumers' concerns around sugar, salt and artificial ingredients will be key to turning the tide. Exploring the sauce kit format could help boost associations with healthiness and ...

Digital Trends in Financial Services - Canada

"Comfort with financial digital tools is broadly a tale of young and old, with the former more at ease with them and the latter preferring humans."

– Sanjay Sharma, Senior Financial Services Analyst

Dining Out in 2019 - US

"The restaurant industry is expected to maintain strong growth in 2019 thanks to positive economic conditions and increased incremental sales across segments fueled by a demand for off-premise dining. Dining out is a favorite activity for Americans and personal as diners have an increasing desire to form a connection with ...

European Retail Briefing - Europe

This month's European Retail Briefing includes:

Family Car Buying - Canada

have at least a minimum of basic cooking skills. Although the activity is one that most enjoy, time constraints and logistical considerations lead half the population to see the task ...

Deodorants - UK

"Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image. Changing how efficacy is advertised can create ...

Digital Trends Quarterly - UK

"People are getting ever more confident in using their smartphones for online shopping. In the earlier days of smartphone evolution, security concerns and the perceived inconvenience held them back. Now, however, with people much more likely to have biometric security on their smartphone than on their computer, their handsets provide ...

Electric & Hybrid Cars - UK

"Electric and hybrid cars are seeing strong sales. Led by hybrids, the market is benefiting from an ever-growing number of models with considerable further investment from manufacturers planned for this sector of the car market. While Mintel's research suggests that acceptance of these cars is growing, there remain a number ...

European Retail Rankings - Europe

The European Retail Rankings focusses on the leading retailers in Europe and puts them in perspective. This is a report where the numbers are all important, though we also give some background information both by sector and by country. We provide a three-year record of the main statistics (in so ...

Family Car Buying - US

"Most Canadians planning on purchasing a vehicle in the next three years are considering sedans or SUVs (Sports Utility Vehicles). Parents in particular are more likely to consider SUVs, minivans, wagons/hatchbacks and full-size vans, which are typically synonymous with 'family vehicles'. Additionally, most intend to use the next vehicle ...

Food and Drink Shopper - US

"Big stock-up trips at traditional supermarkets are still happening, but especially among younger food and drink shoppers they're giving way to smaller quick-fill trips across a wider array of retail outlets. This new generation of shoppers is also less likely to make a list and more likely to make purchase ...

Free-from Foods - UK

"Concerns around the environment and animal ethics are giving dairy-free food and drink a boost, with the multidimensional appeal of these products boding well for the longevity of the dairy-free segment. Meanwhile, more clarity is needed to help shoppers easily identify which allergen products are free from. This should help ...

Healthy Eating Trends - Brazil

"Brazilians have an interest in adopting and maintaining healthy eating habits, but there are some barriers to overcome, such as the high price of healthy products and the difficulty of identifying and finding these products. Despite that, consumers are willing to pay more for products with specific claims, such as ...

Home Insurance - UK

"Home insurers stand to benefit from adding value to their propositions, in a market where price competition remains a major challenge. Policy flexibility and tools to help people calculate the cover they need will appeal to new and existing customers, whilst the growing popularity of smart devices gives insurers an ...

Hotels - Ireland

"The family car market in the US is a sizeable one, as nearly four in ten car shoppers have a child under 18 in the household or are expecting a child. While large, family car buyers are also diverse, ranging from single-parent single-child homes to multigenerational households with multiple children ...

Foodservice in Retail - US

"Retailers are building out their prepared food programs to be more sophisticated and take direct aim at restaurants, as well as other retailers. They are differentiating with more on-site restaurants, which can range from a well-known quick-service chain to a fast casual restaurant helmed by a celebrity chef. And while ...

Fruit Juice, Juice Drinks and Smoothies - UK

"That consumers are limiting consumption due to concerns about sugar emphasises the importance of reformulation in juice drinks, and fruit juices and smoothies using their health halo and differentiation to support sales. The latter includes giving more details on ingredients, offering more varieties of blends and targeting different usage occasions ...

Hispanic Food and Drink Shopper - US

"Hispanic households are expected to spend nearly \$100 billion on food and drink for at-home consumption in 2018, which represents 13.6% of the total US expenditures on these categories. Hispanics are value-oriented consumers who shop at a variety of stores, and choose their food and drink destinations with product ...

Home Retailing - China

"Consumers in China are more willing to decorate and upgrade their home. They have become more generous on budget and are seeking a balance of functions and styles. The demands of the home retail market will shift from renovating new housing property to upgrading 'old' ones. It will be crucial ...

How Online Shopping for Apparel is Evolving for Consumers - US

"Irish visitor numbers are on the rise in Ireland with many seeking out hotels as their accommodation of choice. However, rife competition from Airbnb, means that hotels are under more pressure than ever to deliver on quality and a unique experience to justify the greater expense."

– Emma McGeown ...

Incontinence - US

"The incontinence category will be the US absorbent hygiene industry's salvation, as it is the only sector with favorable demographics. An aging population and growing risk factors among younger consumers will deliver \$579.1 million in new sales through 2023 (see Market Size and Forecast). Perhaps the single biggest growth ...

Live Entertainment - US

"The live event space is rife with varied interests that cater to the tastes of a wide range of demographics, and in many respects this diversity strengthens the industry. However, there are areas in which live event categories can improve their appeal, as well as looming demographic outlooks that can ...

Magazines - UK

"The backlash against Now's Stacey Solomon cover highlights a lower acceptance of 'mean-spirited' celebrity coverage from magazines, with social media providing an easy way for magazines to be called out. Magazines that cover celebrity news need to be aware of existing in a more socially conscious time and the benefit ...

Meat and Poultry: Processed, Non-processed and Alternatives - Brazil

"Brazilian consumers have been more concerned about the quality and the brand of meat they buy, which is a result of the Operation Weak Meat, a police investigation into alleged corruption and tainted beef. As consumers have been more demanding, companies could invest in systems that track their productive chains ...

"Although the way consumers shop for clothes has evolved drastically throughout the years, with digital becoming an integral part of the process, the reasons for shopping and the desired experience remains the same. Consumers will always have a need for clothing and they still want to be excited about buying ...

Leisure Review - UK

"Consumers are actively seeking the 'new' and they're willing to pay for it. Activities which encourage them to step outside of their comfort zones and exert themselves both mentally and physically will appeal."

Loyalty Programmes in Travelling - China

"Loyalty is more important than ever now in the travel market, as consumers are provided with increasingly diversified travel options, from home rental to car sharing, and price-hunting tools at their disposal. Travel loyalty programmes can't count on the points to keep their members stay with them in the long ...

Manned Security - UK

"The manned security market maintained value growth in 2018, rising 2.2% despite some difficult trading conditions, central to which remain Brexit-tied uncertainty, the decline in cash use and falling prisoner numbers. Growth was underpinned by continued outsourcing in custodial services, a buoyant manned guarding market and stubborn economic growth ...

Medical Equipment - UK

"The rising costs associated with healthcare, the pressure on hospital in-patient services, and potential improvements to quality of life are driving a move towards treating patients in their own home. As a result, equipment and devices traditionally associated with hospital use are making their way into the community alongside moves ...

Movie Theaters - US

"Despite increasing competition from new media, there is still consistent interest in movie theaters. Investments in premium formats, foodservice offerings, and loyalty programs are helping to match shifting consumer attitudes and expectations for what a movie theater experience should be. Avid moviegoers are the most likely to adopt these changing ...

On-premise Coffee - China

"Upgrading in-store ambience and enriching coffee pairing selections are two aspects to improve on-premise coffee consumers' overall consumption experience and encourage sustained consumption. Specific actions include but are not limited to building the best environment for business occasions, services and products that could educate over coffee culture, and healthy or ...

Payment Methods - Ireland

"Alongside dynamic innovation within the payments sector, old habits are dying hard. While a small cohort of early adopters are embracing innovations such as smartphone-enabled payments, a larger proportion of consumers are clinging hard to preferences for cash and other traditional methods of payment."

– **Brian O'Connor, Senior Consumer Analyst**

Poultry - US

"Poultry maintained its position as the most widely consumed animal protein with nearly total household penetration. Category sales topped \$26.2 billion in 2018, a modest 2% gain from 2017. The universal appeal of poultry comes from its healthy reputation, versatility, and affordability. With consumer interest in protein at a ...

Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise. By 2023, the US population of Seniors will be 61.6 million strong, accounting for 23.2% of the total US population – up from 20.6% in 2018. Today's Seniors express a positive, realistic attitude toward health. Focusing ...

Natural and Organic Personal Care Consumer - US

"Natural brands continue to experience growth, albeit in a new direction. Clean beauty is the new green, with consumers looking for beauty products free from specific synthetic ingredients rather than synthetic-free. To expand consumer penetration of these products and advance sales growth, brands are going beyond formulations and making efforts ...

Online Gaming and Betting - UK

"Technology trends and the migration of gamblers from retail to remote channels are driving online gaming and betting growth, but a static player base and possible peak in smartphone penetration are increasing its reliance on the same people spending more money, more often."

Personal Pensions and SIPP's - UK

"Looking ahead, the SIPP and flexible personal pension markets are likely to continue to expand, and increasingly converge, as factors such as the freedom rules and the Pensions Dashboard help to maintain high levels of demand for pension consolidation and flexible retirement solutions."

RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages continue to be an "also drink" alcohol type, trailing behind beer, wine, and spirits in consumption and volume sales. However the category, which includes FMBs (flavored malt beverages), prepared spirits-based cocktails, and wine coolers has seen recent strong innovation, moving it further away from the cloying ...

Shopfitting - UK

"The retail sector constantly evolves, and improved asset utilisation is of increasing importance as the continued inroads of e-commerce and disproportionate cost effects of business rates, living wage and workplace pension legislation impacts the bricks and mortar sector. Store closures in some sectors are giving opportunities for new owners, while ...

Small Kitchen Appliances - US

"Bolstered by gains within the small cooking appliance segment, the overall market reached \$6.5 billion in 2018, a 2.2% increase from 2017. High penetration and long purchase cycles challenge the category from experiencing significant sales growth, as market sales rely largely on new users and trade-ups. Multi-tasking small ...

Soap, Bath and Shower Products - China

"Unisex shower gel still dominates the market and men are at the early stage to use male-specialised shower products. Further competition lies in fragrance and value-added functions such as sensory experience. Offline channels, especially beauty vertical channels should be invested in."

– Vicky Zhou, Research Analyst

Student Lifestyles - UK

"Drinking culture has long played a major role in students' social lives. However, there are signs that times are changing, with one in five students saying that they do not drink alcohol at all, while an even higher proportion show interest in more alcohol-free social events. This paves the way ...

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

The Path to Online Purchase: Understanding the Consumer - US

"The path to online purchase is becoming increasingly complex as retailers add options to address shoppers' priorities and concerns. Product awareness is driven by various online and offline influences, and along the journey, shoppers consider numerous options and

Smart Home - China

"Home appliances being 'smart' is no longer distant from Chinese consumers, and consumers are educated that automation can save them effort and bring convenience. Price instead of privacy is the biggest barrier to purchasing, suggesting brands need to put more effort into communicating the smart home's value for money." ...

Sports & Outdoor Fashion - UK

"Due to a larger focus on health and wellness, as well as the popularity of trainers, the sports and outdoor fashion retail market has fared well in 2018, somewhat shielded from the troubles that hit the general retail sector in the year. This year has seen even more non-specialists entering ...

Sugar and Alternative Sweeteners - US

"Sales of sugar and alternative sweeteners continue to fall, as consumers continue to limit their usage and are turning to other, less-sweet options, if not foods/drinks that are sufficiently flavored as-is. Sales in the honey segment are one category bright spot. Honey brands are benefiting as well as leveraging ...

The Leisure Outlook - Quarterly Update - UK

"The leisure industry continues to benefit from consumer drive towards experiences. As winter temperatures settle in, consumers are turning to indoor activities, especially visiting museums and art galleries. While pubs and nightclubs remain key to the night economy, operators need to find ways of holding up demand as consumers are ...

The Premium vs Budget Traveller - UK

"Holidaying remains high on Brits' to do list. However, economic uncertainties are having an impact on their holiday behaviour, as well as their intentions for the coming year. All-inclusive holidays, staycations and destinations with a favourable exchange rate are more

compare offers to find the best deals and product to suit their ...

The Private Label Beauty Consumer - UK

"NPD in the private label beauty sector has seen brands becoming more competitive, resulting in changing consumer perceptions as well as a rise in the purchase of own-label beauty brands. Private label brands are considered as good as – and in some cases better than – regular brands, whilst younger ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

Utility Capital Expenditure - UK

"The approach to infrastructure investment is in transition across the utility industry. Whereas spending in the past was mainly output-driven, investment is now more centred on innovation, higher efficiencies and long-term outcomes. The rising pressure from industry regulators to reduce costs for consumers is another challenge utility operators face.

Network ...

Wearable Technology - US

"Although some segments of the market are more mature, it's still early days for most wearables. Features and standards are evolving, companies are still jostling for position, and consumers seeking to buy are finding it difficult to get all the features they want in a single device at an affordable ...

White Spirits - US

likely to be considered."

– Marloes de Vries, Travel ...

The Role of Trust in Financial Services - US

"The financial services sector has been hard hit by reputation-damaging events. Consumer trust is built on personal interaction with their preferred brand, but tangible features like low fees are still most important for FSI (financial services institution) selection."

Utilities - Gas, Electric, Heating Oil - Ireland

"Irish consumers are increasingly wanting to take a stronger hold of their energy management, with a high level of consumers wanting more information on their energy usage to help manage their bills, while a significant proportion of consumers noted interest in generating their own energy at home via renewable sources ...

Virtual Reality - UK

"The VR market, despite its potential and initial excitement, has regressed over the last 12 months. There's interest from many consumers but a clear gap between this and actual intention to buy a headset. Cost is still a significant barrier for them but standalone headsets are becoming important in addressing ...

Western Style Cooking and Baking Habits - China

"With more exposure to foreign culinary cultures through outbound travel and social exchanges online, more and more Chinese consumers adopt Western style cooking and baking as a lifestyle choice. While at the same time, presupposition that it is complicated and requires additional appliances prevents many from putting their hands to ...

White Spirits and RTDs - UK

"The white spirits market is growing, albeit at a slower rate than dark spirits. Consumer interest in white spirits is growing as evident by the strong growth of tequila and higher-end/super premium gin brands. However, the trendiness of tequila and gin have not yet crossed into mass market appeal ...

Wine - Canada

"Wine as a category in Canada continues to grow. Its relatively positive perception on health and its popularity among older consumers means it's well-positioned as Canadians remained focused on living healthily without sacrificing on the things they love, in the face of an aging population. The challenge for wine makers ...

中式烹饪习惯 - China

"事实上，如今在家做饭、吃饭更像是一种家庭活动和一种生活方式的选择，它不仅再只是为了填饱肚子，更在于增进夫妻和亲子感情。消费者在挑选酱油等食品时想要避免一些“有害”的成分，比如转基因成分、盐和味精。但是，对于成熟消费者，尤其是富裕消费者来说，仅仅去除不健康成分的做法差强人意；厂商和品牌可以量体裁衣，满足这类消费者对营养成分、消费体验和有效信息渠道的需求。”

— 阿芳，研究分析师（食品和饮料）

在外现制咖啡 - China

“升级店内环境和丰富咖啡搭配选择是提升在外现制咖啡的整体消费体验，鼓励长期消费的两个方面。具体做法包括但不限于打造适合商务场合的环境，提供能传播咖啡文化的服务和产品，以及推出有益健康或带来享受的咖啡点心套餐。”

对共享经济的态度 - China

“中国消费者尚未养成使用共享商品和服务的习惯，并表现出极大担忧。由于该市场仍处于新兴增长阶段，规章制度需要进一步完善。但它也为企业的成长和创新带来了充足空间。虽然低价仍是消费者使用的首要动因，但他们也关注环境和社会的整体健康和谐。”

— 赵鑫宇，初级研究分析师

“The importance that many white spirits buyers place on product details underlines the need for companies to highlight attributes such as ingredient varieties and provenance prominently on pack. Securing good distribution and visibility in the on-trade is also crucial for brands in order to drive retail purchase.”

— Alice ...

Wine - China

“Under the pressure of reduced global supply and lack of appreciation from the mass market, wine in China is entering a phase of adjustment. With more players encouraged by favourable trade deals entering the market, consumers are presented with abundant selections from various channels. The opportunities for players reside in ...

啤酒 - China

“从某种程度而言，中国消费者有兴趣了解如何品鉴啤酒。他们开始‘懂得喝’啤酒、关注啤酒口味，而不仅仅将啤酒作为简单的“佐餐伴侣”。对啤酒公司而言，如何把握这一变化，通过产品研发、营销及零售渠道与消费者就啤酒文化进行交流沟通，对抢占先机显得尤为重要。”

— 李润阳，研究分析师

家居零售 - China

“中国消费者装饰和升级自家居用品的意愿变得更高。他们更舍得花钱，也想在产品功能和风格间寻求平衡点。对家居用品市场的需求将会从装修新家转变成升级“旧”家。零售商/品牌若要赢得更多市场份额，关键在于它们能否采取简化分销流程、增添产品功能、将业务多层化等策略。”

— 陈泓月，高级分析师

旅行行业的忠诚度计划 - China

“随着消费者面对着越来越丰富的旅行服务（从共享住宿到共享汽车），及查询比价工具可供选择，忠诚度在旅行市场中的重要性愈发凸显。旅行忠诚度计划不能指望单靠积分奖励就能够长久留住会员；相反的，能够了解并预测消费者的偏好，提供个性定制的福利才是从竞争中脱颖而出的关键。”

— 李玉梅，高级研究分析师

智能家居 - China

“家用电器‘智能化’对中国消费者而言已不是天方夜谭，他们了解自动化可以省时省力，带来便利。价格，而不是隐私，是最大的购买障碍，表明品牌需要投入更多精力宣传智能家居物有所值。”

— 黄一鹤，研究分析师

汽车售后市场 - China

“消费者的计划用车年限从2017年的5.9年增至2018年的6.4年，说明他们对汽车维修保养将有更多需求。越来越多的女性和年轻男性消费者开始独自承担起家中的汽车保养责任，带动了对信息渠道（如线上论坛）的需求。4S店面临性价比低和服务种类多样化不足的挑战。”

洗手洗浴用品 - China

“普通沐浴露仍然主导市场，男性在使用专用沐浴露方面仍处于初期阶段。市场未来的竞争将围绕香味和附加值功效，如感官体验。线下渠道值得品牌加码，特别是美容产品垂直渠道。”

葡萄酒 - China

“备受全球减产，社会大众缺乏鉴赏能力的压力，中国葡萄酒市场进入调整期。随着更多企业受有利贸易协定鼓舞而进入市场，消费者现在在多种不同的渠道里可见到琳琅满目的选择。品牌的商业机遇在于它们能否以较低的门槛让消费者品鉴，或是以创新的消费场合吸引到更多的消费者。”

— 徐文馨，高级研究分析师（食品和饮料）

西式烹饪和烘焙习惯 - China

“通过出国旅游和网上交流，中国消费者接触到了更多外国饮食文化，越来越多的中国消费者采纳了西式烹饪和烘焙的生活方式。与此同时，也有不少人认为西式烹饪和烘焙很复杂且需要额外的电器设备，因此望而却步。品牌可以从技术的角度提供支持，比如给新手提供更多的融合菜品的菜谱选择。另外，同样重要的是给消费者提供更多与志同道合的人交流并庆祝各自成果的机会，以此燃起消费者的热情，尤其是关注那些有类似增进亲子互动或保持健康等明确目的的消费者。”

— 吴丝，研究分析师