

April 2020

口腔护理 - China

“逾半数消费者热衷于使用牙龈护理和抗敏感牙膏，即使他们没有遇到相关的口腔问题。这意味着预防胜于治疗的理念已牢牢占领心智，并可扩展到其他功效上，如美白、预防牙结石和维持口腔菌群平衡等。”

— 尹昱力，初级研究分析师

纯净美容 - China

“虽然消费者对纯净美容持积极态度，但由于其在中国市场认知度较低，并且消费者认知模糊，因此纯净美容的进一步发展可能会受到阻碍。这需要品牌在消费者教育上多下功夫，将纯净美容与目前的有机/自然美容概念区分开来。另一方面，消费者对纯净美容的需求主要集中在产品的安全性和功效性上，说明在现阶段，品牌应该通过强化功效来回应消费者的期望，而不是仅仅围绕安全性。”

— 蒋亚利，高级分析师

本报告分析以下问题：

March 2020

Oral Care - China

“Over half of consumers are keen on using gum caring and anti-sensitivity toothpastes even if they haven't experienced related dental problems. This makes the idea of prevention over treatment solid and could be expanded into other functions, such as whitening, preventing calculus, and maintaining a balanced oral microbiome.”

— ...

美容零售 - China

“实体店不再仅仅是售卖产品的场所，而且是为消费者创造体验的地方，其重点不仅仅在于以具有竞争力的价格出售产品，与线上渠道竞争，而且应转向打造具有记忆点的体验，提供专业建议，最重要的是为消费者设计接触新品的氛围，打造舒适的产品试用环境。”

Clean Beauty - China

“Though gathering positive attitudes from consumers, further growth of clean beauty is likely to be hindered due to low awareness in China market and consumers' cognitive ambiguity. This calls for brands' efforts on consumer education on its differentiation from current organic/natural beauty concepts. On the other hand, consumers' needs ...

February 2020

Beauty Retailing - China

“Bricks-and-mortar stores are no longer just a place to sell products but also a destination to create experiences for consumers, the focus should not only be selling products with price competition with online channels, but shift to create memorable experiences, to provide expert advice and the most importantly is to ...

造型和染发用品 - China

“在消费者心中，染发产品是为了彰显时尚，而不是为了遮盖白发。对流行发色的广泛热情说明，品牌需要通过营销沟通转换产品形象，以更时尚的方式展示产品，吸引消费者。”

— 尹昱力，初级研究分析师

洗发护发产品 - China

“过去一年，消费者的头发和头皮护理意识均有提升，但防脱发和增加发量尚未真正崛起，因为消费者的注意力更多集中在明显的头发问题上，比如干枯和分叉。但25-29岁消费者比年长的消费者更为担心发量问题，说明增加发量的产品在年轻消费者中大有潜力。不健康的生活方式、压力/抑郁和污染是脱发的元凶，这表明在营销中可运用这些因素以获得消费者共鸣。”

Haircare - China

“Consumers’ awareness of hair and scalp care both increased in the last year, though anti-hair loss and hair volumising are yet to take off, as consumers’ attention is more focused on obvious hair issues like split ends and dryness. But 25-29 year olds are worrying about hair volume more than ...

January 2020

Hair Colourants and Styling Products - China

“Hair colourants, in consumers’ minds, work as a display of fashion, rather than serving as a cover for aged grey hair. The widely held keenness towards trendy hair colours implies that brands need to alter their product images via marketing communications to present in a more fashionable way to attract ...