

September 2022

## A Divided America - US

"Americans remain concerned about the national division currently splitting the US across social, political and economic issues. Most are skeptical that the country will be able to find common ground and unite. Because of their lost faith in political leaders, many consumers are looking to brands and companies to help ...

## Alcoholic Beverages Online - US

"Online alcohol purchases caught fire amid the pandemic as a means of combating exposure concerns. Services are now pressed to create and communicate compelling reasons for use beyond necessity. Valuable benefits, such as cost and time savings, exclusive products and offerings, or a fun and connective user experience can help ...

## American Lifestyles - US

"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort. To support struggling and concerned consumers, brands need to ...

## B2B Economic Outlook - UK

"As the service sector recovers and stabilises from the impact of COVID-19, firms are now facing a new and sustained challenge from rapidly rising prices. This will stifle growth across the economy as inflation hits supply chains from producers through to end-consumers"

– **Lewis Cone, Senior B2B Analyst**

## Baby Supplementary Foods - China

"The baby supplementary food market is risking decline in value of sales mainly due to the continued decrease in number of new births resulting into lower consumer base. Buoyed by COVID-19, products that have a strong

## Air Care - UK

"The air care industry is likely to suffer during the current cost of living crisis. Its discretionary nature means that consumer engagement may fade, while competition between brand and own-label products will increase. It is essential that brands emphasise the value of their products to prevent attrition, or to avoid ...

## Alcoholic Drinks Consumption Habits - US

"As the restrictions imposed by the COVID-19 pandemic come to an end, Brazilian consumers seem ready to resume social gatherings – even if at home, for economic reasons. In addition, higher-quality drinks seen as more sophisticated have gained space in the market, which indicates that most consumers prioritize quality over ...

## Attitudes towards Plant-based Alternatives - Ireland

"Proving value for money will be the key challenge for plant-based alternatives in 2022 and 2023 as cash-strapped consumers look to brands to justify extra costs. Health-boosting ingredients, sustainable credentials and convenience will be driving forces for the sector."

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

## Baby Personal Care - China

"Faced with a declining birth rate and saturation of most product types, the baby personal care market needs product innovation and brand positioning that speak to the new generations of parents. Specifically, weighing on emerging product types (eg suncare), introducing new formats and textures and focusing on product efficacy are ...

## Bathrooms and Bathroom Accessories - UK

"The bathroom market has proved impressively resilient over the past two years, buoyed by redirected expenditure and a newfound appreciation of the home. However, sales are set to fall in the coming year as the

health positioning are attracting greater interests in the market. Baby supplementary food brands will ...

## Beauty in Lower Tier Cities - China

"The indifference of consumers in lower tier cities to the concept of 'affordable alternatives' reflects the importance of innovation in product efficacy. In the era of 'efficacy is king', this has revealed the direction for brands to focus on. Domestic and niche brands have the potential to emerge thanks to ...

## Cannabeauty: CBD and Hemp in BPC - US

"While cannabeauty use remains relatively low, the category has experienced steady growth in adoption from 2020-22. What's more, strong future interest points to a market poised for future growth. Overcoming the hurdle of new product trial amid a time of inflationary pressures will be a challenge in the near term ...

## Ceramic Tiles - UK

"The ceramic tile market entered a period of very strong demand following the initial highly disruptive impact of COVID-19. Even after the initial pent-up demand, conditions remained favourable and demand was very strong. However, conditions in 2022 are changing strongly as the year progresses, and the prospects for 2023 and ...

## Cheese - US

"The cheese category has grown 19% since 2017, owing in no small part to significant gains made during the course of the pandemic. More importantly, the category has yet to relinquish much of those gains as consumers continue to embrace the category and its versatile, flavorful range of offerings. With ...

## Cloud Computing - UK

"Cloud computing remains in its developing stages of adoption, but has proved a highly attractive architecture during the disruption of the pandemic and is ideally placed to address the current economic disruptions mainly caused by the fuel-based inflation resulting from

market faces the brunt of inflation, supply chain disruption and the ongoing conflict in Ukraine ...

## Bread & Baked Goods - Ireland

"Throughout the COVID-19 pandemic and the current ongoing world events, bread and baked goods have remained popular with Irish consumers for the comfort and familiarity they offer that are especially needed now. Therefore, it is important that amidst rising bread prices, companies ensure their products remain financially accessible and healthy ...

## Car Usage Habits - China

"Most car owners will connect their phone to the in-car system to receive the best experience available at this stage. In the high end new energy vehicle (NEV) sector, the car networking ecosystem centred on in-car system has burgeoned. Besides the smart experience brought by the in-car system, car owners ...

## Cheese - UK

"The income squeeze will take its toll on cheese, with 42% of people who eat and buy cheese saying money concerns would make them spend less. Together with the popular view that own-label cheese is just as good quality as branded, this puts the leading brands under pressure to prove ...

## Chocolate Confectionery - UK

"Growth in volume sales of chocolate will be dampened by a combination of the income squeeze, HFSS restrictions and consumers' focus on moderation. Evenings in and gifting will support sales during the cost-of-living crisis, given that eight in 10 eaters and buyers of chocolate think it is an affordable treat ...

## COVID-19 and Travel: Emerging from the Pandemic - UK

"More travellers will look for ways to mitigate the impact of rising prices and stick to a budget when travelling, while some will be forced to exit the market completely. To strengthen their appeal, brands will be

the Ukraine conflict. As the technology evolves, it is moving ...

## CPO and Used Vehicles - US

“Economic influences, coupled with barriers related to the availability and affordability of new vehicles, have driven consumers’ interest in CPO/used vehicles. However, these vehicles have not been immune to rising prices, which has increased skepticism about the condition and pricing of these vehicles, likely further delaying consumers’ consideration and ...

## Digital Advertising - US

“As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That’s in part because it works. Digital ...

## Digital Trends: Consumer - Canada

“As the digital market continues to evolve, Canadian consumers are largely unaware of how it is actually changing. As a result, it’s important for brands to speak to consumers in a language they understand, focusing on promoting the real-life implications of new tech, rather than on a catchy new name ...

## Facial Cleanser and Makeup Removal Products - China

“Milder products are sought most after the resurgence of COVID-19 in 2022, followed by those with better skincare benefits or with better moisturising results. The demands are the same for both facial cleansing products and makeup removal products. Makeup removal oil has obtained slight increasing usage penetration over the last ...

## Football - US

“Football continues to dominate the American sport landscape and is among one of the last appointment-viewing broadcasts. Brands pay a premium to be attached to the emotions surrounding the sport, leagues,

challenged to increase the perceived value of the trips and services they offer ...

## Credit Cards - Canada

“Credit card spending is making a recovery after falling to pandemic-inspired lows. The generous rewards offered by credit card companies are a major motivation for regular credit card use while prepaid and secured cards remain important gateway products. Bank branches are an important distribution channel though online methods of purchase ...

## Digital Trends Autumn - UK

“Household finances are increasingly squeezed and consumer confidence has fallen to its lowest level in a decade. In turn, recent and planned purchases of all tech products has fallen. Consumers are increasingly focused on value, but this will manifest itself differently depending on the product, with brand name a priority ...

## Eating in Lower Tier Cities - China

“With the pandemic’s impact, lower tier city consumers are becoming more rational and sophisticated about eating and diet. They look for products and content that cater to their own flavour preferences and that resonate with what they believe in. They trust their own judgement and recommendations from trustworthy channels over ...

## Food and Non-food Discounters - UK

“Following two years of pandemic-impacted trading the UK’s economy has now been hit by record inflation. Amid this growing cost-of-living crisis, consumers are increasingly looking at ways to stretch already tight budgets. The discounters with their clear value focus are set to benefit from this period of financial uncertainty. As ...

## Gastrointestinal Remedies - UK

“Although the cost-of-living crisis will create a more challenging trading environment, the gastrointestinal remedies category is able to maintain moderate growth thanks to its non-discretionary nature, and fewer

teams and players. NIL deals within college football have also provided opportunities for local and regional businesses to enhance ...

## Gum, Mints and Breath Fresheners - US

"The gum, mints and breath fresheners market needs a dose of refreshment itself, including stronger brand identity, innovation and the introduction of new occasions for use. Proving relevancy in routines will help a market that was stagnant pre-pandemic and continues to struggle."

## Health and Fitness Clubs - UK

"74% of consumers would either make changes to, or cancel entirely, their health and fitness club memberships in order to save money amidst the backdrop of the cost of living crisis. Clubs should increasingly offer a range of tiered membership subscriptions to cater for consumers' needs, as well as presenting ...

## Home Entertainment Technology - Canada

"Despite flashy new home entertainment tech innovations, consumers are hesitant to make any major upgrades. While ultra-high-definition televisions and newest generation gaming consoles are imagined to be the ultimate desire for Canadians, this is not necessarily the truth. When it comes to buying new tech for the home, cost and ...

## Jewellery & Watches Retailing - UK

"Recovery remains strong within the jewellery and watches market, with bridal jewellery, a strong luxury sector and the return of international tourism driving positive growth. The cost-of-living crisis will continue to put downward pressure on consumer spending, negatively affecting mid-market and independent brands. Retailers must maintain a strong online presence ...

## Media Trends Autumn - UK

consumers are willing to let ailments pass on their own, without a treatment. Nevertheless, there are opportunities for brands to innovate to ...

## Hábitos de Consumo de Bebidas Alcoólicas - Brazil

"Com o fim das restrições impostas pela pandemia de COVID-19 os brasileiros mostram-se prontos para retomar os encontros sociais, ainda que dentro dos lares, por uma questão econômica. Além disso, as bebidas de melhor qualidade e vistas como mais sofisticadas têm ganhado espaço no mercado, indicando que boa parte dos ...

## Holiday Planning and Booking Process - UK

"Over the past year, several brands have used AI-powered technology to make their search technology more flexible and their content more personalised. Since ease of booking has a major impact on consumers' decisions, these brands will be more likely to have higher conversion rates. The next stage will see more ...

## Household & Cleaning Appliances - China

"With the continuous advancement of local companies in product innovation, more and more consumer needs are being met by new products. Technological innovation in household cleaning appliances will always be the main driving force of the market. Localised innovation will be an important success factor for enterprises."

## Marketing to Black Moms - US

"Black moms are dynamic in how they choose to present themselves. They are focused on ensuring their children have everything they need and are set up to succeed, yet moms don't lose sight of the person they are outside of motherhood. Managing pregnancy, identity, and even technology, Black moms have ...

## Mobile Device Apps - UK

“The UK TV news landscape is changing, with the launch of new channels GB News and TalkTV and the plans to merge BBC World News and BBC News into one channel. Despite the many options people now have for following the news, TV news remains by far the preferred way ...

## Mobile Gaming - US

“Mobile gaming is for everyone, it’s always on hand and provides entertainment for the widest audience of gamers. Advertising and monetization strategies are changing, but it looks like the mobile gaming industry is moving in a positive direction for consumers and brands.”

## Movies: Theaters vs Streaming - US

“Movie theaters struggled during lockdown, and their rebound hasn’t been as strong as the industry would like in the wake of vaccine availability. Streaming remains an attractive source of entertainment among a population accustomed to being at home. Consumers want their out-of-home entertainment options to deliver on an elevated experience ...

## On-premise Coffee Consumption - China

“China’s coffee market is still at an early stage with high growth potential that can be accelerated with store expansion and omnichannel marketing. Diversified special coffee drinks are favoured by most coffee drinkers in China and have become a sales booster for on-premise coffee brands in the past year. Meanwhile ...

## Paint and Wallcoverings - US

“Effective engagement with consumers, especially in an uncertain economic climate, will hinge on capitalizing on shifts in behavior from the pandemic, including their investment in home spaces and use of online channels, social media and influencers. Challenges lie in rising costs, which may demand suppliers emphasize high value and affordability ...

## Pizza and Italian Restaurants - UK

“The market for mobile device apps has seen a slight drop-off from the highs of the pandemic and with the cost of living crisis, premium content and in-app extras are likely to suffer as consumers prioritise essential spending. Nevertheless, the market is poised to see even more traction with apps ...

## Mobile Phones and Integrated Apps - China

“After a solid recovery in 2021, China’s mobile phone market faces challenging times in 2022, as replacement demand dwindles and innovations in mobile phones are less attractive for consumers. Software and connectivity ecosystems become the main areas for mobile brands to stand out. Besides products, mobile brands will need to ...

## Non-alcoholic Beverages - Canada

“The immediate impact of the pandemic has waned, but its influence remains. For many, the health crisis has led many Canadians to demand more from what they drink in terms of the benefits they offer. At the same time, shoppers are experiencing pressure when it comes to the prices they ...

## Online Apparel Retailing - US

“The online apparel market is poised for opportunity and growth as consumers continue to gravitate to ecommerce to purchase clothing. Thus far, brands have produced an enjoyable experience for shoppers and this experience drives consumers back to make purchases online. In the coming years, technology will be at the forefront ...

## Pet Food - UK

“Belying the oft-cited ‘recession-proof’ nature of the category, shifts in behaviour driven by the cost-of-living crisis and high levels of inflation will see volume sales slip into decline in 2022. While its expensive image is a major barrier for eco-friendly pet food, there are ripe opportunities around concepts combining sustainability ...

## Price Comparison Sites in Financial Services - UK

“The takeaway/home delivery momentum generated throughout the pandemic has yet to subside even after all COVID-19 restrictions have lifted, with younger consumers continuing to drive demand for a greater range of takeaway options including click-and-collect services. Meanwhile, older consumers are playing a bigger part in the dine-in market where ...

## Proteção da Pele - Brazil

“A proteção da pele do rosto e do corpo segue sendo uma das prioridades dos consumidores brasileiros. Como parte fundamental das rotinas de boa parte dos consumidores, a categoria de proteção solar encontra espaço para inovar à medida que os consumidores buscam por produtos que ofereçam proteção contra múltiplos agressores ...

## Returning to Live Entertainment - US

“The pent-up demand for live entertainment from the days of severe lockdowns has lessened as waves of COVID-19 variants derailed performances earlier this year. The market is recovering, but aside from a booming concert scene, attendance has yet to return to prepandemic levels. Continuing COVID-19 precautions such as mask requirements ...

## September UK Retail Briefing - UK

“Consumers are increasingly comfortable shopping online for jewellery and watches — more so since the pandemic — and are much more likely to make high-ticket purchases online than five years ago, despite the reopening of stores. Leading players in the market such as Bulgari, Tiffany & Co and Swarovski are ...

## Smartwatches and Wearable Technology - UK

“A quarter of consumers are interested in using smartglasses to access an interactive virtual world. With ownership of smartglasses still low, AR use cases could provide motivation for consumers to buy in the upcoming years as it can give audiences an early idea of what the metaverse experience could be ...

## Sparkling Drinks - China

“Regulatory changes will shift market dynamics in the long term. For now, rising inflation and increasing prices are major concerns for consumers who are feeling the squeeze from the higher cost of living. Amid this challenging economic climate, PCWs will have a significant role to play in helping cost-conscious consumers ...

## Return Process in Online Shopping - US

“Surging ecommerce demand has fueled record volumes of online returns, contributing to a growing challenge for retailers. Returns are an essential part of the online shopping journey, and the bar has been set with free returns. Retailers must manage returns by improving the online shopping journey, adding flexibility and investing ...

## RTD Coffee - China

“In 2022, the COVID outbreak has slowed the growth of RTD coffee. However, the future outlook is optimistic thanks to the evolving coffee culture and expanding consumption occasions. As consumers are trending towards healthy lifestyles, RTD coffee innovation should balance health and indulgence. In the ever-competitive coffee market, brands could ...

## Skin Protection - Brazil

“Facial and body skin protection continues to be a priority for Brazilians. As a fundamental part of consumers’ routines, the sun protection segment has space to innovate by offering products that protect against multiple aggressors and feature formulas that consider the sensory experience and skin health.”

— Amanda Caridad ...

## Solar Panels - UK

“The outlook for the UK solar panels market is bright, fuelled by the decarbonisation agenda across the public, commercial and residential sectors and the accelerated shift to renewables generation. All main market segments (ground-mount, residential and non-residential rooftop) are in high growth mode, with sustained strong deployment of solar PV ...

## Sugar Confectionery - China



"A resurgence of COVID-19 has made consumers realise the importance of CSD during troubled times. In addition to strengthening emotional connections with consumers and focusing on their home-centric lifestyles, CSD should also proactively cast aside its sugary image with better-for-you offerings. Meanwhile, texture innovation highlights a differentiation approach in sparkling ...

## The Gen Z Beauty Consumer - US

"Generation Z consists of an array of young consumers at different stages of life, making them a key audience across most beauty categories. However, given their young age, Gen Z adults are particularly vulnerable to all of the uncertainty brought on by pandemic-related disruptions and record-level inflation rates, leading some ...

## The Personal Care Consumer - US

"The total personal care market is expected to see low single-digit sales growth in 2022, driven by consistent product usage and the functional nature of the category. Adjusted for inflation, however, the category struggled to maintain sales dollars, highlighting value-driven behavior. As consumers prioritize products and spending in a cost-sensitive ...

## Trending Flavors and Ingredients in Protein - US

"Rising prices are prompting consumers to trade down to less expensive protein options demanding that brands work to demonstrate their value: cue the merits of flavor experiences. Variety, versatility and convenience delivered through flavor in recipe, build and meal planning inspiration can help consumers to navigate tighter budgets, while still ...

## Water Filtration - US

"The water filtration market has declined slightly since consumers have returned to out-of-home activities and have cut back on dispensary spending due to inflation. Maximizing value beyond monetary savings will be immensely important for water filtration brands during this inflationary period, and brands can elevate value by highlighting long-term cost ...

"The sugar confectionery market faces intensified internal competition as well as external threats from health supplements. Brands – especially those focused on functional candy – are recommended to capitalise on the stress relief function and promote naturalness through vitamin and mineral content rather than TCM ingredients."

## The Over-55 Traveller - UK

"Over-55s are already more valuable to the holiday market than under-35s and likely to become more so again as their numbers increase and more of them are able to remain active longer into later life."

## The Prestige Beauty Consumer - UK

"A combination of post COVID-19 recovery and rising prices due to inflation will boost the prestige BPC segment in 2022. However, a challenging economic environment will see consumers seeking out discounted products, or adopting trade-down behaviours. There is opportunity for prestige brands to instil purchase confidence through proving claims and ...

## Vehicle Recovery - UK

"Challenges continue for the vehicle recovery services market as the cost of living crisis, and associated inflationary pressures, place pressure on this sector to raise prices. With new car sales set to remain sluggish during the short-term, better opportunities are likely to be found amongst owners of used vehicles as ...

## 低线城市：美容与个护 - China

"低线城市消费者对于“大牌平替”概念的淡漠反映出产品功效创新的重要性，这在“功效为王”的美容时代为品牌指明了发力的方向。而国产及小众品牌有望凭借高性价比以及功能性创新崭露头角。

信息的透明度以及获取信息的便利性使得低线城市消费者不再受限于“权威”和“话语权”，可以更加自由随心地搜集来自于贴近自身情况和需求的“素人”的建议。而她们对于“美”的更加立体和全面的理解，也将驱动品牌在价值层面

## 低线城市：针对年轻父母的营销 - China

“低线城市年轻父母越来越接纳现代化的育儿方式，并期待通过各类育儿渠道获取有关育儿方式和活动的启发，为孩子营造无缺憾的童年。但同时，相比一线、二线城市，低线城市的父母在育儿理念上仍存在保守的一面，特别是“男女有别”的传统观念依然根深蒂固。品牌在进行产品开发或制定营销策略时，需要兼顾其渴望与时俱进又不希望用力过猛的两难意识。带有知识型和趣味性的内容营销或更能帮助品牌取得低线城市父母的好感。”

— 甘倩，研究分析师

## 即饮咖啡 - China

“2022年，新冠疫情的爆发导致即饮咖啡的增长放缓。不过，由于咖啡文化不断演变，再加上其饮用场景逐渐扩大，即饮咖啡的前景可期。随着消费者更倾向于追求健康的生活方式，即饮咖啡的创新需在健康与纵享之间找到平衡点。由于咖啡市场的竞争日益激烈，品牌可重点关注年轻一代，为他们提供更大胆的产品形态以及投资于契合其价值观的营销沟通。”

## 婴幼儿护理用品 - China

“在出生率下降和多数种类产品渗透率饱和的情况下，婴幼儿护理用品市场需针对新一代家长进行产品创新并做好品牌定位。具体而言，加码新兴品类（如防晒产品），推出新形态和新质地并专注于产品功效是释放市场潜能的关键。”

— 何雨婷，研究分析师

## 家居与清洁电器 - China

“随着本土公司在产品创新方面不断进步，新产品满足了越来越多的消费者需求。家用清洁电器的科技创新将一直是市场的主要驱动力，而本土化创新将是企业成功的重要因素。”

— 李泓佳，中国区报告总监

进行更加深入的探究以获得消费者的青睐。同时，加强在具有美妆属性的渠道投资以及不断提升线下渠道的沉浸式氛围感将是品牌在渠道建设方面需要做出的努力。”

— 蒋亚利，美妆个护品类副总监

## 低线城市：饮食与健康 - China

“疫情之下低线级城市消费者在饮食方面正在变得越来越理性与成熟。他们追求更能与自身口味需求和精神内核引起共鸣的产品与内容，他们更相信自主判断与信任的渠道推荐而非“网红”或“专家”标签。同时对于健康的追求也在继续影响着消费者的选择，追求更“轻”和更加精准的“食补”产品成为了重要课题。品牌可以通过有趣味性的内容或提升消费“价值感”的方式吸引低线城市消费者，也需要深化产品或服务的场景与功能定位，直击细分需求消费者的痛点。”

— 张泽龙，研究分析师

## 外卖现制咖啡 - China

“中国的咖啡市场尚属发展初期，增长潜力足，可通过店铺扩张和全渠道营销加速增长。中国大多数咖啡饮用者都喜欢丰富多样的特调咖啡，这类咖啡也在过去一年强有力地推动了外卖现制咖啡品牌的销售增长。同时，随着咖啡相关知识的普及，并且消费者追求更高品质的产品，精品咖啡在中国的受众有所增多。”

— 高屹，研究分析师

## 婴幼儿辅食 - China

“婴幼儿辅食市场销售额面临下滑风险，主要是因为新生儿数量下降导致消费者基数缩小。受疫情影响，具有强大健康定位的产品受到了市场更多的关注。通过涉足婴幼儿奶酪细分市场，在饼干/零食的营养价值之外结合多种口味与有趣的设计，以及让爸爸参与购买过程，婴幼儿辅食品牌将有机会提升销售额。”

— 刘文诗，高级研究分析师

## 手机与手机Apps - China

“经历2021年的坚实复苏，中国手机市场于2022年面临重重挑战。这归因于换新需求萎缩以及手机创新的吸引力不复以往。软件和智联生态系统成为手机品牌实现突围的主要领域。除了产品之外，手机品牌需肩负社会责任以提升品牌形象以及赢得消费者的好感。”

— 许成维，研究分析师



## 气泡饮料 - China

“新冠疫情反弹让消费者认识到碳酸饮料在艰难时期的重要性。除了增强与消费者的情感联系，关注他们以居家为中心的生活方式外，碳酸饮料还应主动摒弃含糖的形象，提供更有益健康的产品。另一方面，气泡饮料可以利用质地创新这一差异化手段，提供新颖和定制化的感官体验。”

— 鲁睿勋，高级研究分析师

## 糖果 - China

“糖果市场面临激烈内部竞争的同时，也面临着来自保健品的外部威胁。我们建议糖果品牌，尤其是专注功能性糖果的品牌利用糖果的减压功能，并通过强调维生素和矿物质含量而不是中草药成分来宣传产品的天然性。”

— 殷如君，高级研究分析师

## 汽车使用习惯 - China

“大部分车主会将手机和车机连接使用，以获得现阶段的最佳体验。而在高端新能源车领域，以车载系统为中心的车联网生态也已初露锋芒。除了车载系统为车主带来的智能体验，车主对智能科技颜值的期待也有所提升，科技颜值正在为他们带来新的情绪价值。而车主们也越来越能够理性地看待辅助驾驶功能，并越来越认可其中的基础功能。”

— 袁淼，研究分析师

## 面部清洁和卸妆产品 - China

“2022年新冠疫情复燃后，更温和的产品成为消费者的首选，其次是更养肤或更保湿的产品；消费者对面部清洁和卸妆产品的需求相同。去年，卸妆油的渗透率小幅攀升，但仍有许多消费者受油性产品肤感油腻、会闷痘堵塞毛孔的刻板印象影响，不愿尝试此类产品。品牌在推广卸妆油时，除了清洁效果好和作用温和外，还应对产品质地进行生动的描述，并提供真实证据以佐证卸妆油对黑头和毛孔的改善作用。”

— 柴静彦，研究分析师