

December 2013

男士个人护理用品 - China

本报告主要探讨中国市场上专为男性设计的个人护理用品，但是鉴于此市场仍为新兴市场，调查涵盖男女通用型洗发水（如海飞丝）或沐浴产品，以及唇部和手部个人护理用品。

彩妆 - China

中国消费者越来越富裕。随着中国消费者收入的增加以及基本生活质量的显著提高，中国女性预计会在彩妆等非必需品上花费更多的金钱。这表明，各品牌有绝好的机会，可以将数百万低线城市潜在消费群体转变为实际消费者。与此同时，中国的中产阶级促进了对非必需品消费的需求。中国的中产阶级飙升不断提升的购买力是市场增长最大的长期发展潜力。

October 2013

面部护肤品 - China

虽然面部护肤品市场已趋成熟，但是消费者需求与目前市场上供应的产品之间仍然存在缺口。因此，多元化需求为市场中最初受国外知名品牌排挤的国内小品牌和新兴企业提供了发展良机。目前，国内品牌已深入渗透到各个分销渠道，在市场中的发展态势良好，尤其受益于大卖场、超市、美容产品零售店和美容产品网购的蓬勃发展。

September 2013

Men's Toiletries - China

"Evolving lifestyles, changing social outlooks and cultural inspirations from the developed markets mean Chinese men are increasingly focused on their looks with a higher spending power. Brand premiumisation is one way to capitalise on the male vanity trend in China."

Colour Cosmetics - China

女性身体、手部和足部护肤品 - China

由于中国人口规模巨大，中国的身体、手部和足部护理品市场已经成为全球最大，而该市场仍然具有重大增长潜力。全国人民收入水平日益增长导致中国中产阶级的兴起，而这很可能将成为提升产品知名度和使用率的推动因素，同时，由于中国面积巨大，不同区域消费者的皮肤护理需求不同，而这为市场中企业带来机遇，可以在产品创新的过程中，考虑不同区域消费者的皮肤护理需求。相比产品价格，中国女性更关注产品效果，因此品牌走高端路线，促进消费者对产品品质和功能的兴趣，则将极具潜力。

Women's Body, Hand and Footcare - China

"The Chinese body, hand and footcare market is the largest in the world due to population size, although it displays significant untapped potential for growth. With income levels rising across the country, the subsequent emergence of the Chinese middle class is likely to be a driving factor for increasing product ..."

香水 - China

Beauty and Personal Care Full - China

“As income increases and basic life quality improves significantly, Chinese women could be expected to spend more on discretionary goods like colour cosmetics. This suggests that there is great opportunity to convert millions of non-users in the lower tier cities and rural areas. At the same time, the country’s middle ...

去年，经营环境日趋困难，面临重重挑战，市场前景扑朔迷离。随着消费支出不断增加，消费者的需求日渐复杂和挑剔。购物者越来越精明，寻求能标榜个性的独特香水。同时，随着反对奢侈浪费运动的兴起，市场面临的压力增加。然而，鉴于大部分消费者都渴望改善生活方式，市场增长前景依然乐观。

Facial Skincare - China

‘Even though the facial skincare market is mature, there are still gaps that exist between consumers’ needs and the products that are currently available. Diversification therefore offers an opportunity for domestic small brands and new players in the market, who were initially being squeezed by the sway of foreign giants ...

July 2013

Men's and Women's Fragrances - China

“During the past year, the business environment has become more difficult, with some uncertainties and challenges. While spending is increasing, consumers have become more sophisticated and demanding. There is a rising savvy shopper seeking a unique fragrance that fits with their personality. At the same time, the market is facing ...