

June 2023

对高端美容产品的态度 - China

“极高安全性是高端护肤品牌的首要价值，品牌必须为不断进阶的功效提供安全保障。国产高端品牌可以利用本土属性（如成分、概念、品牌视觉、身心疗愈项目）与成熟的外国品牌竞争，并专注于提高品牌知名度和巩固产品功效。”

— 何雨婷，研究分析师

May 2023

Attitudes Towards Prestige BPC Products - China

"Ultra safety is the foremost value of prestige skincare brands, which must safeguard the on-going advancement of efficacies. Domestic prestige brands can leverage the locality (eg ingredients, concepts, visuals, well-being programs) to compete with established foreign players, focusing on promoting brand awareness and consolidating product efficacies."

抗衰老产品 - China

“消费者正采取各种解决方案来对抗衰老，但面部护肤品仍是最主流的抗衰老对策，其地位没有被美容仪器和美容保健品过多蚕食。然而，品牌仍需要仔细考虑升级有效、不刺激的成分以迎合不同皮肤状况的消费者，并在产品形态和质地上创新，以维持消费者的兴趣。此外，随着消费者采取全方位抗衰老方案来维持年轻外表，抗衰老概念不仅局限于面部肌肤，也正扩展至身体肌肤和头皮。”

— 靳尧婷，高级研究分析师

Facial Masks - China

"To trigger trials for facial masks, brands need to deliver a good story around the skin sensation of their products, either by leveraging product texture and sheet materials or by developing innovative product formats. Moreover, sensitive skin consumers demonstrate great potential in the facial mask category. Brands must consider their ...

January 1970

对肤色管理产品的态度 - China**Attitudes Towards Skin Tone Management Products - China**

"Despite tightened regulation of whitening efficacy claims, skin tone management will still be an extremely important functional pillar among all, given consumers' strong need and diverse ways of problem-solving. On the other hand, as competition around ingredients and efficacies intensifies in the facial skincare sector, brands will need to seek ...

面膜 - China

“为了鼓励消费者尝试面膜产品，品牌需要围绕产品的肤感讲好故事，既可以从产品质地和膜布材质入手，也可以从创新的产品形态入手。此外，敏感肌消费者是面膜品类中极具潜力的消费群体。品牌需迎合他们的需求，打造专业、高端的形象，以保持竞争力。”

— 柴静彦，高级研究分析师

Age Management Products - China

"Consumers are adopting a variety of solutions to deal with ageing, but facial skincare products remain the most mainstream cure without much cannibalisation from the usage of beauty devices and beauty supplements. Still, upgrading on effective and non-irritating ingredients to cater to different skin conditions and innovations on product format ...

“尽管美白功效宣称受到更严格的监管，但由于消费者需求强烈，并且解决问题的方式多种多样，肤色管理仍将是所有热门功效中至关重要的一项。另一方面，随着面部护肤品领域围绕成分和功效的竞争加剧，品牌需要通过出色的故事讲述和沟通实现突破，同时在抗污染/蓝光等新的小众细分领域或面部底妆等相邻品类寻找机会。”

— 蒋亚利，美容个护品类副总监