September 2015

身体护理用品 - China

“2014年，中国身体护理用品零售市场销售额达到66.3亿元人民币，年同比增长10.1%。尽管增速仍达双位数，但其销售额增幅实际从2013年的11.9%下滑至2014年的10.1%。

June 2015

Bodycare - China

“The reason for not using bodycare products is not only related with consumer perceptions but also about the bodycare product itself. In order to encourage females to purchase their initial bodycare products and get in the habit of using them, companies and brands need to do more in terms of ...

May 2015

头发护理：洗发水，护发素及其它头发护理品 - China

“由于消费者具有多品牌使用行为习惯，加上品牌的客户流失率保持高位（具体来说，一段时期内，消费者购买某种品牌而放弃另一品牌的百分比），品牌需要不断地推出新产品、升级现有产品线，从而吸引新客户，维系流失老客户。英敏特强调众多消费者在尝试新的头发护理产品时，往往为功能性需求和信任感所动。”

– 陈文文，高级研究分析师

April 2015

Shampoo, Conditioner and Hair Treatment - China

“Given consumers’ repertoire behaviour and brands’ high churn rate (ie the percentage of shoppers buying one brand that discontinue buying in a given time period), brands need to continue launching new products and upgrading current line in order to attract new users and win back lapsed ones. Mintel has highlighted ...

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