## October 2016

### 减肥和健康保健品 - China

“尽管体重超重人口数量庞大，但中国减肥产品市场在2015-2016年只实现了小幅增长。保健品市场相比增速更快，但仍然高度分散，竞争激烈。品牌不应该基于消费者不惜为健康买单就认为这是一个容易的市场。

– 徐如一（中国区研究部总监）

## September 2016

### Weight Loss and Health Supplements - China

“Despite a big population of people diagnosed with overweight issues, the weight loss market in China only achieved moderate growth in 2015-16. The health supplement market grew faster by comparison, but still remains highly fragmented with fierce competition. There is no reason for brands to think this is an easy ...

### 面部护肤品 - China

“中国面部护肤品市场强劲多样、活力十足。除了使用护肤品，中国女性还尝试不同的方法改善皮肤。她们信奉“美由内而生”，同时渴望更多天然产品。数码科技也推动了日常护肤流程，帮助用户更多地了解如何改善皮肤。产品创新应抓住其生活方式呈现的机会，提供24/7解决方案。”

– 陈文文，高级研究分析师

## August 2016

### Facial Skincare - China

“China’s facial skincare market is dynamic and robust. Chinese women are trying different ways to improve their skin beyond just using skincare products. There is strong faith in “inside-out beauty” while desire for more natural products remains. Digital technology is also facilitating users’ daily skincare routines as well as ...

### 彩妆 - China

“彩妆依然是一个成长中的品类，大多数用户还没有固定的使用习惯。每日都会化妆的女性数量较2015年有所下降，而且她们还倾向转换使用不同品牌。

### Colour Cosmetics - China

“China’s colour cosmetics market is still an emerging market where most users’ routines are not fixed. Daily make-up wearers’ numbers have declined compared to 2015. Therefore, converting non-make-up wearers or irregular make-up wearers into regular make-up wearers is more important than up-trading regular users.”

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