

January 2017

口腔清洁 - China

“电动牙刷普及率增长和本土品牌销售高端药物牙膏的成功清晰揭示出中国消费者不仅更关注口腔护理，而且也开始趋优升级消费的趋势。这突显出产品效果的重要性。竞争因而更集中在产品创新，而不是价格激战上。”

— 金乔颖，研究副总监

Oral Hygiene - China

“The increase in electric toothbrush adoption and the success of local brands selling premium pharmaceutical toothpaste products clearly shows the trend that Chinese consumers are not only just paying more attention on oral care, but are also spending to upgrade. This underlines the importance of product efficacy. The competition is ...

December 2016

医药零售 - China

“得益于强劲的消费者需求、药店业务扩张以及医改药改政策，医药零售持续增长，并预计将进一步延续上行趋势。政府仍在探索最佳的全国性医疗系统，为不同竞争者同时带来机遇与挑战。实体药店如今通过并购寻求增长。而网上药店尽管积极创新，但由于新政推出，面临更多的不确定因素。”

November 2016

Pharmacy Retail - China

“Pharmacy retailing is growing continuously and is expected to expand further, thanks to the solid consumer needs, pharmacies' business expansions as well as the medical reform. The government is still exploring the best medical system for the country, leaving opportunities and challenges for different players at the same time. Offline ...