

December 2015

品牌在护肤品购买中的重要性 - China

“在竞争激烈的中国市场上，区分不同品牌的产品质量正变得日益困难，越来越多的品牌已经建立了知名度，从情感层面与消费者沟通有助于品牌从众多广告中脱颖而出，并与消费者建立情感性联系。”

November 2015

The Importance of Brands in Skincare Purchasing - China

“In the crowded Chinese market where the quality of products is becoming increasingly difficult to differentiate between and more and more brands have become established, connecting with consumers on an emotional level allows brands to cut through the advertising clutter and build a deeper connection with consumers.”

– Wenwen ...

保健品 - China

“得益于乐观的社会经济环境，保健品市场预计将稳步增长。回应消费者日益多样化的需求（即保健品不仅为了预防疾病，也是美好生活的一部分）赋予品牌进一步增长的商机。”

– 刘超伦，高级研究分析师

October 2015

Health Supplements - China

“The health supplements market is forecast to grow at a steady pace thanks to the positive social economic environment. Further growth opportunity exists in answering the increasingly diverse consumer needs, ie health supplements are not just health-keeping measures, but also for living a better life.”

– Karen Liu, Senior ...