

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 ...

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.”

July 2016

婴幼儿护理用品 - China

“婴幼儿用品市场在政府终结独生子女政策的背景下前景看好。尽管如此，随着竞争不断升级，保持消费者的忠诚度更具挑战性。更多国际新品牌进入市场，特别是通过在线渠道。中国的互联网原住民和精通社交媒体的妈妈们从来没有停止寻找最佳婴幼儿产品的步伐。创新不仅仅意味着引进新产品，同时也意味着增加新服务。”

- 陈文文，高级研究分析师

June 2016

Baby Personal Care - China

“The baby personal care market is looking promising along with the government’s end of one-child policy. That said, competition is escalating while maintaining consumers’ loyalty could be challenging. More new international brands are being introduced, especially via online retailers. Internet naïve and social media savvy mums in China never stop ...

May 2016

面膜 - China

“较低的价格和立竿见影的补水效果让面膜成为大多数中国女性日常美容护肤过程中必不可少的产品。鉴于较高的使用普及率，市场发展的下一步将是产品高端化和产品延伸。”

— 陈文文，高级研究分析师

Facial Masks - China

“The low unit price and immediate hydration have made facial masks an essential beauty routine for most Chinese women. Considering the high levels of usage, the next step in market development will be product premiumisation and product extension.”

— Wenwen Chen, Senior Beauty Analyst

婴幼儿纸尿裤和湿巾 - China

“为了在中国婴幼儿纸尿裤市场中不断提升竞争力，公司和品牌应该优先关注产品质量，这是因为这个产品特色是鼓励消费者转换品牌的头号原因。在所有因素当中，婴幼儿纸尿裤的透气性是妈妈最主要的顾虑。同时，专为特定场合使用的婴儿湿巾也是值得重点投资的领域。”

— 李宇静，高级研究分析师

March 2016

Nappies and Baby Wipes - China

“To improve and enhance competitiveness in the China nappy market, companies and brands need to prioritise improving product quality since this product feature is the top driver for consumers’ brand switch behaviour. Among all product factors, breathability of nappies is the key concern of mums. Meanwhile nappies and baby wipes ...

美容零售 - China

“在中国，实体店在全国范围的扩张脚步逐渐放缓，移动平台成为美容零售商角逐的新战场。大量移动端创新应运而生，加剧市场竞争，消费者抢夺战一触即发；O2O营销将继续蓬勃发展，从而带来无缝多渠道购物体验。

Beauty Retailing - China

“In China, where national expansion of physical stores is diminishing, mobile is becoming the battlefield for beauty retailers. There is an enormous amount of mobile-centric innovation intensifying competition for consumers' wallets and the O2O movement will

洗手洗浴用品 - China

“现代生活节奏的压力以及对污染的顾虑均预示着中国消费者将愈加渴望天然产品。主打高端天然产品的公司有望吸引该市场的主力军——女性消费者。除了天然成分，具有护肤功效的产品也可以鼓励消费者趋优购买。

continue to boom in order to provide an omni-channel experience.

February 2016

Soap, Bath and Shower - China

“The stress of modern living and concerns over pollution mean that consumers in China are craving natural products. Companies offering premium natural products should appeal to women, who are still the key consumer group in this market. As well as natural ingredients, products that can offer additional skincare benefits can ...

洗发护发产品 - China

“消费者坚信头皮护理的益处。47%的消费者认为头皮健康是秀发保持健康光泽的一大主要原因。品牌下一步战略是整合头皮护理市场和抗衰老以及防污染市场。例如，品牌可以考虑与科技公司“联姻”，推出检测头皮健康应用程序（原理：基于空气或水质量，每日对头皮进行及时检测），从而给出实时解决方案。”

January 2016

Haircare - China

“Consumers exhibit strong belief in scalp care. 47% of the consumers believe a healthy scalp is a major reason for healthy hair. The next step is to integrate scalp care into anti-ageing and anti-pollution market. For example, brands can consider collaborating with technology firms to develop apps to monitor everyday ...