

## August 2014

### 纸尿裤和婴儿湿巾 - China

"过去五年间，消费者对婴儿个人卫生意识和便捷生活方式的追求不断升温，纸尿裤和婴儿纸巾市场发展迅猛。在这一趋势的助力下，一次性婴儿产品逐步成为日常生活的必需品。尽管增势乐观，但纸尿裤和婴儿湿巾市场仍未完全渗透至包括一、二、三线城市在内的所有城市地区。这种现象说明，纸尿裤和婴儿湿巾市场在多级城市以及农村地区仍然具有巨大的潜力。中国政府放松独生宝宝政策，加之蓬勃发展的网上零售业以及现代零售渠道，助势了这股增长势头的强劲发展。"

## July 2014

### 中国洗发护发报告 - China

"2013年,中国洗发护发市场销售额达到了353亿元人民币，增速下滑至10%。增长逐渐放缓的原因包括，城市家庭使用渗透率较高以及消费者对于促销活动的依赖。"

## June 2014

### Nappies and Baby Wipes - China

"Over the past five years, the nappies and baby wipes market has experienced staggering growth, driven by rising awareness of babies' personal hygiene and the convenience seeking lifestyle, which increasingly makes disposable baby products daily essentials. Despite strong growth, the market for nappies and baby wipes has not reached full ..."

### 口腔清洁 - China

"口腔清洁用品市场在过去数年增长稳定，特别是漱口水和辅助用品细分市场，而这一增长趋势将有望继续保持。对口腔健康和美容的日益重视，漱口水、电动牙刷和牙线使用率的不断攀升，以及较低的牙医人口比率都推动了销售额的增长。此外，现代贸易和在线零售渠道帮助品牌覆盖到了更多区域，以满足消费者不断多元化的需求。"

## May 2014

### Haircare - China

"China's haircare market value reached RMB35.3 billion, growing at a slowed-down rate of 10% during 2013. The gradual slowdown in growth is caused by the high usage penetration in urban households as well as consumers' reliance on price promotion."

Consumers' repertoire behaviour, especially female consumers' repertoire behaviour will ...

### Oral Hygiene - China

"The oral hygiene market has experienced steady growth over the past few years, in particular the mouthwash and ancillary segments, with the growth trend expected to continue. Increased emphasis on oral health and beauty, higher usage frequency extending to mouthwash, electronic toothbrush and dental floss products, and a low dentist ..."

## April 2014

## Beauty and Personal Care - China

### 香皂、沐浴和泡澡产品 - China

香皂、沐浴和泡澡产品零售市场在2013年继续延续此前的强劲增长势头，销售额高达217.13亿元人民币。科技进步（如移动购物、平板电脑和互联网普及率的提高）带动了在线零售业的增长。同时，利用中药的产品创很成功。

### Soap, Bath and Shower Products - China

“Retailers need to ensure there is enough in-store marketing to recruit new shoppers day in, day out. Cross-category brand extensions and creating limited edition ranges can leverage consumers’ ‘infidelity’ behaviour and capitalise on shoppers’ desire for newness and excitement.”