

March 2022

纯净美容消费者 - China

“随着越来越多的品牌加入纯净运动，中国纯净美容个护品牌需要跳脱出无添加和环保包装这类将在市场上失去优势的宣称。展望未来，品牌可以提高其包容性，并为关心各项事业的消费者提供切实的价值，从而说服该群体购买。例如，短期内品牌可以转而倡导某些生活方式，尊重消费者的价值观，并对其情绪健康产生积极影响，从而减少消费者的罪恶感和对环保的焦虑。”

February 2022

美容零售 - China

“中国的零售格局持续发展，新玩家与新平台快速兴起。品牌需要有效地运营私域流量，为消费者提供个性化的产品推荐与实用的美容建议，并利用非美容类的信息满足消费者的情感需求，以此维持消费者兴趣并培育其品牌忠诚度。”

— 柴静彦，研究分析师

Beauty Retailing - China

“China’s retailing landscape continues to evolve, with new players and platforms emerging quickly. Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty information to cater to consumers’ emotional needs, so as to retain consumer interest and cultivate ...

January 2022

The Green BPC Consumer - China

"With more brands participating in the green movement, green BPC brands in China need to think beyond free-from and eco-friendly packaging, with such claims set to lose their advantage in the marketplace. Looking ahead, brands can be more inclusive and provide perceptible values to cause-oriented consumers to convince them to ...