

August 2023

美容个护产品的香氛趋势 - China

“中国香氛市场在新冠疫情期间展现强劲韧性，预计在2023年稳定增长。该不断扩展的市场已不局限于产品香气的吸引力，也触及了文化身份认同、身心健康和情绪提振方面。品牌极有机会利用纯净配方、独特叙事和文化元素吸引消费者，进而培养用户对香氛的深切个人情感联结。”

— 古丹阳，高级研究分析师

July 2023

Fragrance Trends in BPC - China

"China's fragrance market shows remarkable resilience amidst COVID-19 disruptions, with steady growth projected in 2023. The market is expanding beyond the product's olfactory appeal, touching on aspects of cultural identity, wellbeing, and emotional enhancement. There is an evident potential for brands to engage consumers with clean formulations, unique ...

护肤美容服务 - China

“补水保湿和修复肌肤屏障是消费者的首要医美术后修复需求。但是，消费者自认为足够懂行，倾向于通过查看修复成分来判断产品功效，而不是依靠械字号和‘术后修复’宣称。非破皮类项目依然是利用频率最高的医美项目，因此术后产品市场可利用此类项目需要重复做的特性来招揽新用户，护肤品牌也可挖掘这一场景的修复需求。”

June 2023

Skin Beauty Services - China

“The prioritized recovery needs for cosmetic surgery takers are hydration and repairing skin barriers. But consumers think they are savvy enough and tend to judge the product efficacy by checking repairing ingredients contained rather than relying on medical seal and for post-surgery claims. Non-invasive skincare procedures are still the most ...

美容成分认知 - China

“消费者对天然成分热情高涨，让制造商有机会探索是否有机会用有效的天然成分替代有可能刺激皮肤的强效成分。品牌可利用天然成分安全温和的特性，同时向消费者普及其进阶功效。通过升级成分配方，针对满足混合性皮肤消费者的进阶护肤需求，也可帮助品牌建立未来增长机会。”

— 靳尧婷，高级分析师

美容个护产品的形态和质地趋势 - China

“消费者的眼光越来越敏锐；他们愿意花更多钱购买新颖质地/形态产品的同时，对功效和便利性也抱有相当高的期待。这意味着品牌需要在产品的感官质地、吸收速度以及配方的整日持久表现上进一步创新，以提供既能愉悦感官又能提振情绪的产品。”

— 古丹阳，高级研究分析师

Format and Texture Trends in BPC - China

“Consumers are becoming more discerning; while they are willing to pay more for the novelty of texture/format, their expectation on efficacy and convenience is also high. This calls for brands to further innovate on the texture sensory and absorption rate, as well as a formula's lasting performance through the ...

May 2023

BPC Ingredient Knowledge - China

“Consumers’ enthusiasm for natural ingredients presents opportunities for manufacturers to explore the possibility of replacing effective natural ingredients as an alternative to stronger ingredients associated with potential irritation to skin. Brands could leverage the safety and mildness of natural ingredients while educating consumers on their advanced efficacy. Focusing on solving ...