November 2014

减肥和健康保健品 - China

“减肥产品和保健品应该摒弃其传统的单调‘药品’形象，从而更好地吸引当今的消费者。”

– 邹睿敏，研究分析师

October 2014

彩妆 - China

“由于在彩妆市场中，消费者表现出显著的“多样化使用行为”的特征，她们很有可能同时使用多个品牌，或在不同品牌之间轮换。因此，即使购物者不只考虑购买单一品牌，建立品牌知名度仍然非常重要。此外，确保足够的店内营销活动也至关重要：每次购物时，“品牌需要再次重现”，进一步加深消费者品牌印象从而转化成购买动力。

September 2014

Weight Loss and Health Supplements - China

“Weight loss and health supplements need to move away from the traditional dull, ‘drug’ feel image to improve their appeal to today’s consumers.”

Colour Cosmetics - China

“Given consumers’ repertoire behaviour in colour cosmetics, there is a high possibility they use several products at the same time or switch brands very often. Therefore, brand awareness is still important, even if shoppers do not think about one brand frequently. It is also crucial to ensure that there is ...

面部护肤品 - China

“中国面部护肤品市场发展迅速，竞争愈发激烈，消费者越来越成熟精明。消费者需要多功效产品满足多任务多角色的生活方式， 同时他们也需要有针对性的产品解决特定皮肤问题。下一个的挑战是“什么时候？”。

August 2014

Facial Skincare - China

“The China facial skincare market is evolving fast with enhanced level of competition and consumer sophistication. Consumers want multi-benefit products that fit into their multi-tasking lifestyles, they also want specifically designed products for certain problems. So the next question is “When”?

香水 - China

“正如很多消费者购买香水作为礼物，很多城市消费者购买香水自己使用。

品牌可以通过将香水与送礼场合相联系，着重突显香水作为礼物的高档品位和价值，获得利益最大化。这些场合包括圣诞节、情人节、母亲节。同时，鼓励消费者根据不同

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Given consumers' repertoire behaviour, there is a high possibility ...

场合自己使用香水，如约会、旅行以及婚礼。”

– 陈文文，研究分析师

July 2014

Fragrances - China

“Most consumers only wear fragrances on special occasions. Smart brands know to tie up their fragrance story based on special occasions. Fragrance concepts developed around emotions and mood could also be more appealing to women."

– Wenwen Chen, Research Analyst

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