January 2014

婴儿护理品 - China

在现代消费主义和大众媒体浪潮中长大的80后妈妈拥有一种完全不同的生活方式。她们精通数码产品、追求时尚、熟悉现代科技，同时4-2-1的家庭结构也给她们带来了父母和祖父母的巨大支持。这些特性要求各品牌和零售商重新思考瞄准现代妈妈们的营销战略。必须了解她们是如何融合网上世界和离线世界。婴幼儿护理品牌不应该仅仅专注于让宝宝感到高兴，还应该取悦他们的妈妈。

December 2013

男士个人护理用品 - China

本报告主要探讨中国市场上**专为男性设计**的个人护理用品，但是鉴于此市场仍为新兴市场，调查涵盖男女通用型洗发水（如海飞丝）或沐浴产品，以及唇部和手部个人护理用品。

女性身体、手部和足部护肤品 - China

由于中国人口规模巨大，中国的身体、手部和足部护理品市场已经成为全球最大，而该市场仍然具有重大增长潜力。全国人民收入水平日益增长导致中国中产阶级的兴起，而这很可能将成为提升产品知名度和使用率的推动因素，同时，由于中国面积巨大，不同区域消费者的皮肤护理需求不同，而这为市场中企业带来机遇，可以在产品创新的过程中，考虑不同区域消费者的皮肤护理需求。相比产品价格，中国女性更关注产品效果，因此品牌走高端路线，促进消费者对产品品质和功能的兴趣，则将极具潜力。

彩妆 - China

中国消费者越来越富裕。随着中国消费者收入的增加以及基本生活质量的显著提高，中国女性预计会在彩妆等非必需用品上花费更多的金钱。这表明，各品牌有绝好的机会，可以将数百万低线城市潜在消费群者转变为实际消费者。与此同时，中国的中产阶级促进了对非必需品类消费的需求。中国的中产阶级飙升不断提升的购买力是市场增长最大的长期发展潜力。

November 2013

Baby Personal Care - China

“Having grown up in times of modern consumerism and popular media, the Post-80s generation mums have a radically different lifestyle. These unique features demand brands and retailers to rethink the strategy of marketing to modern mums. Understanding the way that they blend the online and offline world is crucial.”

October 2013

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面部护肤品 - China

虽然面部护肤品市场已趋成熟，但是消费者需求与目前市场上供应的产品之间仍然存在缺口。因此，多元化需求为市场中最初受国外知名品牌排挤的国内小品牌和新兴企业提供了发展良机。目前，国内品牌已深入渗透到各个分销渠道，在市场中的发展态势良好，尤其受益于大卖场、超市、美容产品零售店和美容产品网购的蓬勃发展。

September 2013

Men's Toiletries - China

“Evolving lifestyles, changing social outlooks and cultural inspirations from the developed markets mean Chinese men are increasingly focused on their looks with a higher spending power. Brand premiumisation is one way to capitalise on the male vanity trend in China."

Women's Body, Hand and Footcare - China

“The Chinese body, hand and footcare market is the largest in the world due to population size, although it displays significant untapped potential for growth. With income levels rising across the country, the subsequent emergence of the Chinese middle class is likely to be a driving factor for increasing product ...

Colour Cosmetics - China

“As income increases and basic life quality improves significantly, Chinese women could be expected to spend more on discretionary goods like colour cosmetics. This suggests that there is great opportunity to convert millions of non-users in the lower tier cities and rural areas. At the same time, the country’s middle ...

香水 - China

去年，经营环境日趋困难，面临重重挑战，市场前景扑朔迷离。随着消费支出不断增加，消费者的需求日渐复杂和挑剔。购物者越来越精明，寻求能标榜个性的独特香水。同时，随着反对奢侈浪费运动的兴起，市场面临的压力增加。然而，鉴于大部分消费者都渴望改善生活方式，市场增长前景依然乐观。

Facial Skincare - China

‘Even though the facial skincare market is mature, there are still gaps that exist between consumers’ needs and the products that are currently available. Diversification therefore offers an opportunity for domestic small brands and new players in the market, who were initially being squeezed by the sway of foreign giants ...

August 2013

婴儿尿片和湿巾 - China

一次性纸尿裤和婴儿湿巾市场仍有相当大的增长潜力，但是这将依赖于制造商围绕产品质量、安全、功能和便利优势向消费者进行更好的宣传。此外，各制造商也日益需要提供适合不同年龄的婴幼儿、不同发育阶段（例如如厕训练、学步等）以及满足各收入阶层消费者需求的更丰富的产品系列。

香皂和洗浴用品 - China

2007-2012年，中国香皂和洗浴用品销售额达到了201亿元人民币，年均复合增长率达11.6%。淋浴产品与洗手液/免洗洗手液品类推动了市场增长，越来越多的消费者已经从基本固体肥皂转向更加方便的洗手液/沐浴露。

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护发品（包括洗发，护发，染发，造型产品） - China

中国消费者变得更富裕。收入更高、储蓄更少以及经济更发达使得中国消费者的购买力更高。与此同时，人们也变得越来越挑剔。只有根据特定场合量身定制最佳产品组合的品牌才能争取到这些精明的消费者。

July 2013

Men's and Women's Fragrances - China

“During the past year, the business environment has become more difficult, with some uncertainties and challenges. While spending is increasing, consumers have become more sophisticated and demanding. There is a rising savvy shopper seeking a unique fragrance that fits with their personality. At the same time, the market is facing ...

Nappies and Baby Wipes - China

“The nappies and baby wipes market in China continues to grow strongly and holds great future potential, but realising that potential will mean facing the challenge of improving product quality and benefits, communication with consumers, and utilizing the increasingly complex range of retail channels to connect with consumers.”

Soap, Bath and Shower Products - China

“The market growth is driven by the shower and liquid/gel soap categories as consumers increasingly shift from the basic soap bar to the more convenient format of liquid soap/shower gel. The growing sophistication in consumer usage regimes including applying products that complement each other and using products with ...

Haircare - China

“In the big picture, Chinese consumers are becoming richer. Higher income, lower savings, and broader prosperity have led to more purchasing power. At the same time people are also becoming more demanding. But those brands able to offer the best combination of products tailored to the right occasion will gain ...

June 2013

Vitamins and Supplements - China

“The Chinese vitamins, minerals and dietary supplements market has grown solidly in the last five years. The market is being driven mainly by increased demand and diversification in retail channels. Market demand continues to rise on the back of increased awareness of health and health issues due to government policies ...

维他命和保健品 - China

中国维生素、矿物质及膳食补充剂市场在最近5年间取得了稳固增长。根据英敏特的研究，在2007-2012年间中国维生素和矿物质市场总销售额的年均复合增长率（CAGR）达到了13.7%，从2007年的113.6亿元人民币增长到2011年的190亿元人民币，2012年预计将会达到215.5亿元人民币。国家政策推动、经济增长生活方式改变下人们健康危机和健康意识不断提升所引发的市场需求增长、渠道多样化等因素成为市场的主要推动力。

女性清洁卫生用品 - China

中国女性卫生用品市场尚未达到其顶峰，前提是业内公司持续投资和创新。根据中国生活用纸行业协会的数据，2010年卫生巾（该市场最大的细分品类）总消费量是

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550亿片。假设核心用户基数为3.8亿（15-50岁的中国女性人口总数），平均经期是四天，那么每个月经日消费的卫生巾数量平均仅为三片。换句话说，中国女性平均每八小时更换一次卫生巾，和各种标准相比都是相当低的更换频率，但也意味着明确的增长空间。增长的进一步推动也来自于与这个市场相关的诸多社会及人口特征变化，例如，女性更早进入青春期或是对更高端的女性卫生用品的兴趣和追求。

April 2013

Women's Hygiene - China

“The nature of feminine hygiene products defines it to be a necessity which means it is only a matter of time before the market matures. While market leaders have more power to leverage scale and distribution, for smaller players it is more imperative to cultivate a core user group by ...

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