

January 2019

洗手洗浴用品 - China

"普通沐浴露仍然主导市场，男性在使用专用沐浴露方面仍处于初期阶段。市场未来的竞争将围绕香味和附加值功效，如感官体验。线下渠道值得品牌加码，特别是美容产品垂直渠道。"

December 2018

Soap, Bath and Shower Products - China

"Unisex shower gel still dominates the market and men are at the early stage to use male-specialised shower products. Further competition lies in fragrance and value-added functions such as sensory experience. Offline channels, especially beauty vertical channels should be invested in."

– Vicky Zhou, Research Analyst

November 2018

Health Supplements - China

"Parents have the intention to purchase health supplements for their children, especially probiotic supplements. Brands should develop a professional and international brand image to earn consumers' trust, particularly since e-commerce is emerging. Enhancing product options and innovations is also important to attract consumers."

– Vicky Zhou, Research Analyst

October 2018

Suncare and Pollution Protection Products - China

"Higher usage frequency is driving the sunscreen market to grow after the category is widely penetrated, thanks to its association with anti-aging that has encouraged a third of respondents to use it all year round to fight against aging skin. The prevention mindset can also be enhanced in the delivery ..."

保健品 - China

"父母有意为孩子购买保健品，特别是益生菌保健品。品牌需要打造一个专业和国际的品牌形象以赢取消费者的信任，特别是随着保健品电子商务的影响。为了吸引消费者，扩大产品选择和加大创新也必不可少。"

防晒和抗污染产品 - China

"防晒产品市场普遍饱和，较高的使用频率是带动该市场增长的驱动力。防晒产品与抗衰老的联系密切，这促使三分之一的被访者全年使用防晒产品以应对肌肤老化问题。多数被访城市消费者认识到了使用抗污染产品的必要性，但缺少相关知识来判断产品是否有效。因此，品牌可更进一步从强调预防的角度切入，推广抗污染产品。"

– 金乔颖，研究副总监