

December 2017

对美容仪器的态度 - China

“可信度在美容仪器市场至关重要。它突显出需要关注的核心领域——确切效果、安全保证、可靠的购买渠道和周围人及专业人士的中肯推荐。尽管如此，但消费者谨慎的态度不太可能挫伤其追赶潮流和尝试新事物的意愿。”

— 金乔颖，研究副总监

保健品 - China

“由于消费者前所未有地看重健康问题，中国保健品市场增长前景乐观。消费者开始将保健品作为预防措施，拉高了服用频率。当引入进口产品时，品牌和公司应深入了解中国消费者的独特需求和期望。”

November 2017

Consumer Attitudes towards
Beauty Devices - China

“Credibility is particularly important in beauty device market. It highlights the key areas to pay attention to – proved result, safety assurance, reliable purchase channel and believable recommendation from people they know or from professionals. Having said this, the prudent attitude is unlikely to dampen consumers’ willingness of following trend ...

对美容服务的态度 - China

“能放松和见效快是被访者认为美容服务所具有的优势，品牌应该进一步予以强化以抗衡崛起的美容仪器，后者被视为在省时和使用方便性上更胜一筹。安全认知将是双发角逐的主战场。目前，消费者对这两个市场的安全认知不分上下。”

— 金乔颖，研究副总监

Health Supplements - China

“Growth in the health supplements market in China shows real promise, as health has never been more important to consumers. Consumers start to take supplements as a preventive measure, resulting in higher usage frequency. When introducing imported products, brands and companies should know more about Chinese consumers’ unique needs and ...

October 2017

Consumer Attitudes towards
Beauty Services - China

“Relaxation and instant results are the perceived advantages of beauty services and should be further strengthened to compete against the rise of home-use beauty devices, which are considered better at saving time and being convenient to use. Perceptions of safety will be a key battle ground, with both markets achieving ...