March 2017

美容零售 - China

“网购的蓬勃发展推动了美容零售市场的增长，并弥补了趋于停滞的线下实体店的销售。担心买到假冒伪劣商品并不会阻碍消费者在线上购买美容产品，甚至高端美容产品，因为种类丰富的进口产品和价格优势仍然是驱动消费者选择电商渠道的强有力因素。”

Beauty Retailing - China

“Online shopping is supporting the growth of the beauty retailing market and compensating for stagnating offline sales. Concern about product authenticity does not prohibit consumers from looking for products online, even for premium products, because the wide selection of imported products and competitive prices in online stores are still strong ...

February 2017

洗发护发产品 - China

“国际品牌不断投资消费者教育，而中国品牌在这方面相形见绌。但消费者教育是必不可少的，因为中国消费者并不如制造商预期的一样成熟。韩国和日本进口产品的风靡也显示出讲述有说服力的故事的重要性。”

January 2017

Haircare - China

“International brands are continuously investing in consumer education while Chinese brands are making less effort in this aspect. But education is what Chinese consumers need as they are not as sophisticated as manufacturers think. The popularity of imported products from South Korea and Japan also demonstrates the importance of telling ...

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