

## July 2018

## 彩妆-眼部和眉部 - China

"眼眉部彩妆通常更不容易化，需要更高的化妆技巧以打造精致的妆容，显示出方便易用的产品特征在该品类的新品开发中的重要性。未来几年，眼影的增长潜力最强劲，动力来自消费者日渐增长的兴趣、美妆博主引领的彩妆趋势，以及强劲的新品发布。"

— 李玉梅，高级研究分析师

## June 2018

## Colour Cosmetics - Eye and Eyebrow - China

"Eye and eyebrow colour cosmetics are usually harder to apply and require more make-up techniques to create a delicate look, highlighting the importance of NPD (New product development) in easy-to-use products in this category. Eyeshadow holds the greatest growth potential in the next few years, supported by consumers' growing interests ..."

## 婴幼儿纸尿裤 - China

"消费升级进一步推动了市场增长，而关税下降将为国际品牌带来商机，同时威胁国产品牌。爸爸们与妈妈们在选择纸尿裤上的相似度，显示品牌有机会让爸爸参与纸尿裤的购买过程。持续投资开发优质产品并提供周到服务，将成为品牌留住消费者的关键之举。"

— 周文棋，研究分析师

## May 2018

## Nappies - China

"Consumption premiumisation has further fuelled the market growth and tariff reduction will bring opportunities to international brands and also threat domestic brands. The agreement on nappy choices of mums and dads shows a chance to involve dads into purchasing nappy. Keep investing in high quality products and providing thoughtful service ..."

## 面膜 - China

## 彩妆-面部 - China

"由于消费者不再如2017年时那样仅追求裸妆妆效，因此消费者虽然仍然高度重视底妆产品，但是焦点却稍微转移至重点部位彩妆产品。因为消费者使用彩妆产品的需求和信心日益增高，在每一个彩妆步骤使用相对应的产品打造精致妆容成为了2018年的新趋势，这也显现出腮红在近期的发展潜力。"

## Colour Cosmetics - Face - China

"Consumers still value highly base make-up products, but focus has slightly moved to point make-up products as they are not only calling for nude look now as much as they were in 2017. The new trend found in 2018 is to achieve a delicate finish by using corresponding products for ..."

## 彩妆-唇部 - China

"就唇部彩妆而言，中国消费者（尤以年轻女性为主）更受流行趋势而非产品创新吸引。过去几年，消费者为跟上变化的流行趋势，不断加快购买周期，持续推动市场的强劲增势。但是，有更多熟悉唇部彩妆的消费者（如英敏特城市精英人群）发展出对真正创新产品的强烈需求，而非只为追逐新色号而已，如此显示产品创新对这一品类长期发展的重要性。"

— 李玉梅，高级研究分析师

## Colour Cosmetics - Lip - China

"When it comes to lip colour cosmetics, Chinese consumers, especially young women, are more trend-driven instead of innovation-driven. In the past few years, they have kept speeding up their purchase cycle to follow the evolving trends, which keeps the strong growth going. However, more sophisticated consumers, such as Mintropolitans, have ..."

## 对高端面部护肤品的态度 - China

## Beauty and Personal Care - China

" 男性消费者将成为面膜市场新增长点。品牌拉升使用频率为市场增长的主要驱动力。未来市场的发展关键在于产品创新及成分教育，同时还需关注空气污染等造成肌肤问题的元凶。 "

— 周文棋，研究分析师

" 想要‘达到更好的功效’是驱动消费者使用高端品牌的主要原因，显示出这一点应该为品牌发展、沟通的核心。特别是当今消费者眼前有更多选项可以达到有效的成果——她们可以付出高价购买高端产品，也可以寻求美容仪器等先进技术的协助。 "

— 金乔颖，研究副总监

### April 2018

#### Facial Masks - China

"Male consumers will be a new growth point for the facial mask market. Brands encouraging usage frequency is the main driver of market growth. The future market is about product innovation and ingredient education, while paying attention to the causation of skin problems such as air pollution."

— Vicky ...

#### Attitudes towards Prestige Facial Skincare Products - China

"Seeking better results is the key motivator that drives consumers to use prestige brands, highlighting it being the core area to develop and communicate. Especially given that consumers are offered more options to struggle with when pursuing effectiveness – trade up to premium products or seek help from advanced technology ...