

November 2020

身体护理用品 - China

“其他美容与个人护理品类的产品视觉效果更重要。而身体护理产品与此不同，非常依赖个人使用感受。因此，推出让消费者有良好皮肤感受的产品至关重要。沐浴产品与身体护理产品有相似的润肤功效，两者竞争激烈。身体护理产品品类需注重创新，提供沐浴产品品类很难达到的额外功效，如美白和抗衰老，并且借用面部护肤潮流中的明星成分和概念，满足消费者的精细需求。”

— 靳尧婷，研究分析师

September 2020

彩妆 - China

“由于新冠疫情期间彩妆使用需求更少，彩妆消费暂时停滞。但是，得益于消费者对美的刚需，以及长期内对此的广泛热忱，彩妆市场仍能迅速恢复。品牌要抓住机遇，需以加强的视觉和情感吸引力来打造产品，鼓励购买；扩大产品对不同年龄群体的适用性，并激发创造力；打造适用于消费者的使用场景的产品；以及通过全渠道推出符合消费者需求的产品与服务，从而提升品牌吸引力和消费者忠实度。”

— 尹昱力，研究分析师

August 2020

Colour Cosmetics - China

“COVID-19 put a temporary stop on the colour cosmetics consumption due to less usage needs during outbreak. However, the market remains resilient thanks to consumers' rigid beauty demand and widely spread enthusiasm in the long term. Opportunities lie for those brands which could build products with enhanced visual and emotional ...

Bodycare - China

“Unlike other BPC categories where visuals are more important, bodycare relies strongly on personal usage feelings, which is why launching products that reassure consumers of a good skin feel is essential. Facing fierce competition from shower products that can deliver similar skin benefits of moisturising, the bodycare category needs to ...