August 2020

皮肤管理 (应对新冠疫情之后) - China

“新冠疫情爆发后，出门戴口罩已成为消费者的日常习惯。英敏特研究显示，除了常见的粉刺和毛孔粗大等皮肤状况之外，戴口罩的习惯诱发了更多皮肤问题，例如皮肤干燥发痒。这意味着品牌有机会更专注于天然成分和被证实的功效，以满足消费者在疫情后的需求。”

抗衰老产品 (应对新冠疫情之后) - China

“成熟女性消费者基数庞大，更好地满足30岁以上女性消费者的需求是市场机遇所在。品牌要想在市场竞争中凭借差异化脱颖而出，不仅可凭借显著的产品功效，也可通过支持成熟女性的生活方式，并关爱其情感需求。年轻消费者（尤其是18-24岁的消费者）使用抗衰老产品主要是为了预防而非解决衰老问题。该群体的财务信心受新冠疫情的冲击最大，因此有可能会推迟消费抗衰老产品的步伐。”

– 蒋亚利，高级研究分析师，2020年5月29日

July 2020

香水 (应对新冠疫情之后) - China

“未来几年，国外大品牌在中国香水市场的主导地位将受到挑战。随着消费者日渐偏爱独特、不常见的香味，如今他们正将目光投向大品牌的经典香水之外。在消费者看来，国际知名奢侈品牌的香水除了高级以外，几乎不太具备其他正面特质，而小众香水品牌则有趣、有创意且独特有个性。

此外，新冠疫情的爆发促进了中国本土化日渐发展，消费者越来越支持本土品牌以及中式生活方式和价值观。如今，本土品牌拥有得天独厚的优势，利用中国传统引起消费者共鸣；而国外品牌将更难单纯凭借自己的国际化“出身”来打造令人向往的形象。”

– 李玉梅，高级研究分析师，2020年5月31日

Managing Skin Conditions (Responding to COVID-19) - China

“Wearing a face mask outdoors has become a daily habit for consumers after the outbreak. Mintel’s research has shown that this has led to more skin issues such as dry/itchy skin, on top of common skin conditions such as acne and enlarged pores. This means an opportunity for brands ...

Age Management Products (Responding to COVID-19) - China

“The large population of mature women means there are opportunities to better serve women over 30. This means brands can differentiate not only by extraordinary product performance but also by supporting mature women’s lifestyles and taking care of their emotional needs. While young consumers, especially the 18-24s, whose financial confidence ...

Fragrances (Responding to COVID-19) - China

“The dominance of big foreign brands in the Chinese fragrance market will be challenged in the coming years. With a growing appetite for rare and unusual scents, today’s consumers are looking beyond big brands’ classic fragrances. In their perceptions, fragrances from international well-known luxury brands are hardly associated with positive ...

对高端美容产品的态度 (应对新冠疫情之后) - China

“‘有资深研发人员研发’和‘使用先进的加工技术’的科学因素是与高端品牌形象关联最密切的特性，因此加强创新是

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赢得消费者可支配支出的关键。英敏特预测，有证书和证明背书的临床试验将进一步拉动信心。高端品牌拓宽线上曝光的同时，其训练有素的顾问的专业知识是另一个构建信心的因素，这能锁定对经济有保障/追求上进的消费者的进一步销售。英敏特趋势《智慧美容》（Beauty with a Brain）展现了科学研究的益处，并且这一益处能通过训练有素的销售顾问团队强化——线上线下双管齐下鼓励消费者参与并留住消费者。”

– 靳尧婷，研究分析师，2020年4月30日

June 2020

面膜 (应对新冠疫情之后) - China

“新冠疫情爆发之前，面膜市场的激烈竞争导致了宣传成本不断增加并且同质化现象愈发严重。如今的机遇在于：开展探索创新以解决新生活方式（如在公共场合佩戴口罩）引发的皮肤问题；推出针对25岁以上女性的抗衰老面膜，以实现高端化；通过更注重保护肌肤屏障和进一步细分小众场景以提高女性用户的使用频率；以及，投资市场教育以提高面膜在男性中的渗透率。”

– 尹昱力，初级研究分析师，2020年4月30日

Attitudes towards Prestige BPC Products (Responding to COVID-19) - China

[graphic:]

May 2020

Facial Masks (Responding to COVID-19) - China

“Fierce competition in the facial masks market before COVID-19 has resulted in increasing communication costs and homogenisation. Opportunities now lie in exploring innovations to tackle skin issues triggered by new lifestyles (eg wearing face masks when in public) after COVID-19 outbreak, premiumisation via anti-aging facial masks targeting women aged above ...

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