May 2016

婴幼儿纸尿裤和湿巾 - China

“为了在中国婴幼儿纸尿裤市场中不断提升竞争力，公司和品牌应该优先关注产品质量，这是因为这个产品特色是鼓励消费者转换品牌的头号原因。在所有因素当中，婴幼儿纸尿裤的透气性是妈妈最主要的顾虑。同时，专为特定场合使用的婴儿湿巾也是值得重点投资的领域。”

– 李宇静，高级研究分析师

March 2016

Nappies and Baby Wipes - China

“To improve and enhance competitiveness in the China nappy market, companies and brands need to prioritise improving product quality since this product feature is the top driver for consumers’ brand switch behaviour. Among all product factors, breathability of nappies is the key concern of mums. Meanwhile nappies and baby wipes ...

美容零售 - China

“在中国，实体店在全国范围的扩张脚步逐渐放缓，移动平台成为美容零售商角逐的新战场。大量移动端创新应运而生，加剧市场竞争，消费者抢夺战一触即发；O2O营销将继续蓬勃发展，从而带来无缝多渠道购物体验。

Beauty Retailing - China

“In China, where national expansion of physical stores is diminishing, mobile is becoming the battlefield for beauty retailers. There is an enormous amount of mobile-centric innovation intensifying competition for consumers' wallets and the O2O movement will continue to boom in order to provide an omni-channel experience.

洗手洗浴用品 - China

“现代生活节奏的压力以及对污染的顾虑均预示着中国消费者将愈加渴望天然产品。主打高端天然产品的公司有望吸引该市场的主力军——女性消费者。除了天然成分，具有护肤功效的产品也可以鼓鼓励消费者趋优购买。

February 2016

Soap, Bath and Shower - China

“The stress of modern living and concerns over pollution mean that consumers in China are craving natural products. Companies offering premium natural products should appeal to women, who are still the key consumer group in this market. As well as natural ingredients, products that can offer additional skincare benefits can ...

洗发护发产品 - China

“消费者坚信头皮护理的益处。47%的消费者认为头皮健康是秀发保持健康光泽的一大主要原因。品牌下一步战略是整合头皮护理市场和抗衰老以及防污染市场。例如，品牌可以考虑与科技公司“联姻”，推出检测头皮健康应用程序（原理：基于空气或水质量，每日对头皮进行及时检测），从而给出实时解决方案。”

January 2016

Haircare - China

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“Consumers exhibit strong belief in scalp care. 47% of the consumers believe a healthy scalp is a major reason for healthy hair. The next step is to integrate scalp care into anti-ageing and anti-pollution market. For example, brands can consider collaborating with technology firms to develop apps to monitor everyday ...

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