

September 2023

男性美容护理流程 - China

“能轻易提升颜值或个人魅力的产品仍然深受男性消费者的青睐，如头发造型产品和香水，而面部护肤品的使用渗透率和使用频率较低。但经过不断的市场教育，并且积累了一定的护肤知识后，男性开始逐渐养成查看成分和购买高功效产品的习惯。因此，他们愿意与配偶分享使用护肤品，并偏好男性特质较弱的品牌。这些事实表明，男性需求分散化，消费者倾向于选择可自选产品组合及针对不同肤质的产品，品牌有必要弱化男士专用的定位，满足男性真正的护肤需求，而不是仅将男性作为单独的群体来对待。”

—柴静彦，高级研究分析师

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彩妆——面部 - China

“品牌可以通过解决敏感肌的皮肤问题，开发适合敏感肤质的面部彩妆，从而提高面部彩妆的增长曲线。此外，妆前乳/隔离霜可以通过升级护肤功效来增强其重要性，而修容产品则可以降低使用门槛以获得更多受众。”

何雨婷，研究分析师

Men's Grooming Routines - China

“Products that can easily uplift appearance or charisma like hairstyling products and perfume still obtained men's majority affinity while leaving facial skincare products with lower usage penetration and usage frequency. But the continuous market cultivation and accumulated skincare knowledge have gradually allowed them to build up a habit of checking ...

Colour Cosmetics - Face - China

“Developing face makeup for sensitive skin by addressing their skin issues can elevate the growth curve of face colour cosmetics. Besides, primer products can enhance their presence by upgrading skincare benefits, and contouring products can gain larger audiences by downgrading entry barriers.”

— Tina He, Research Analyst

Upcoming Reports

Facial Cleansing and Makeup Removal Products - China - 2023

面部清洁和卸妆产品 - 中国 - 2023年