

## December 2021

## 洗手洗浴用品 - China

“洗浴不再仅仅是专注于个人卫生清洁的功能性品类。如今的消费者在浴室里进行从护肤到娱乐的各种活动，并通过淋浴和泡澡达到舒缓放松和自我享受的目的。因此，洗浴用品需要提供更多情感价值以帮助消费者享受他们的日常流程，利用香型和质地提升情绪，利用吸睛的外观传递仪式感，并打造更加以生活方式为导向的品牌形象。”

— 柴静彦，研究分析师

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## 对医美的态度 - China

“消费者清楚认识到医美的优势，包括成效显著和效果持久。然而，出于安全考虑，她们对做医美项目仍犹豫不决。相比更复杂的手术，无创轻医美逐渐被广泛接受。为迎合护理术后敏感皮肤的需求，商家可以考虑打造专业且值得信赖的品牌形象，将产品与具体项目方案挂钩，这应当能够满足消费者的术后恢复需求。”

— 靳尧婷，高级研究分析师

Attitudes towards Cosmetic  
Surgery - China

“Consumers have a clear understanding of the advantages of cosmetic surgery, including its effective results and long-lasting effects; however, they are still hesitant about going through with it due to safety concerns, with light non-invasive procedures becoming widely accepted compared to more involved surgeries. To cater to the needs of ...

Soap, Bath and Shower Products -  
China

“Bath and shower is no longer just a functional category focused on personal hygiene. Today's consumers are doing various activities, from skincare to entertainment, in their bathroom and taking showers and baths to relax and indulge themselves. Therefore, shower and bath products need to provide more emotional value to help ...

## 美容仪器 - China

“由于消费者希望靠美容仪器解决特定的皮肤问题，她们对美容仪器的需求因此有所增长，这使得去年各种产品类型的使用率上升。其中，洁面仪及补水保湿仪等基础产品的用户群增长最明显。这表明，消费升级并非美容仪器市场的唯一趋势，因为消费者在使用美容仪器时，已变得更理智和实际。为了进一步吸引新消费者，品牌必须提供个性化的解决方案，以证明产品的有效性和安全性，如提供材质安全报告等。”

— 蒋亚利，高级研究分析师