

## February 2013

### 零售药店 - China

中国药品市场巨大，也许是世界上最大的市场，但却被限制政策、价格上限、假药盛行所困扰，所有这些令此市场无法真正发挥其潜能。而市场高度分散也意味着一直到最近，一些主要的连锁零售药店都无法占据一定规模的市场份额。

## January 2013

### 婴儿护理 - China

“根据中国国家统计局的数据，2011年中国约有七千一百万0-4岁的儿童，约占人口总数的5%。

### 护肤品 - China

“在过去的十年中国护肤品产业有了巨大的发展。目前，中国的护肤品市场是仅次于日本的全世界第二大市场。并且由于尚未被完全开发，该市场仍具有巨大的发展潜力。城市中产阶级的可用收入增长迅速，而且13亿人口提供了一个巨大的消费者群体。这些巨大的变化都归结于过去的三十年城市化和工业化给中国带来的经济增长。

## October 2012

### Skincare - China

“The Chinese skincare industry has experienced tremendous growth in the past decade. At present, the country's skincare market is the second largest worldwide after Japan. Yet, there is still huge growth potential because of its largely untapped nature. Disposable income among the urban middle class has been increasing rapidly, and ...

### Baby Care - China

“According to China's National Bureau of Statistics, there are around 71 million children aged 0-4 in 2011, accounting for almost 5% of the total population. China's baby care market was worth RMB 3,837 million in 2011 and is expected to reach RMB 6,497 million in 2017 with a ...

## September 2012

### Deodorants - China

“The Chinese deodorant market has seen double-digit growth rates year-on-year from a small volume base over the course of more than a decade, with more and more manufacturers and brands entering the market. However, China's per capita consumption of deodorants (US\$0.07) has remained one of the smallest in ...

### Bath and Shower Products - China

“The soap, bath and shower (SBS) market in China has enjoyed steady growth over the past six years and this trend of around 10% CAGR is expected to continue for the next five years. In the past 20-30 years, there have been drastic improvements in public showering and bathing facilities ...

### Pharmacy Retail - China

“China is a massive pharmaceuticals market, perhaps the biggest in the world, but it is dogged by invasive

regulation, price-capping and the widespread penetration of fake drugs, all of which combine to inhibit the industry from reaching its true potential. A high degree of fragmentation in the market also means ...

## August 2012

### Perfume and Fragrances - China

“Prior to the 1980s, it was very uncommon to see any ownership or usage of fragrance in China and it was only in the early 1990s that fragrance started to become commonly owned and used. Over the last 20 years, the Chinese fragrance market has risen from practically nothing to ...

### Oral Hygiene - China

“The oral health market in China has improved over the years, but still needs to catch up with that of more developed countries. Neither the availability of dental infrastructure nor the dentist to population ratio is sufficient to cater to the population’s dental care needs. Therefore, oral care manufacturers, are ...

## July 2012

### Supermarkets and Hypermarkets - China

“In trying to understand just how rapidly the modern grocery sector has grown in China, it has to be realised that all of the approximately 50,000 supermarkets and hypermarkets that now exist in China have appeared within a single generation, or less than 25 years. China is now the ...