

August 2022

彩妆——唇部 - China

“在消费者对滋润宣称的高度期待下，唇部彩妆品牌需要解决导致唇部变干的问题，提供充分的滋润效果，特别是从技术创新来入手。此外，指导消费者挑选合适的色号与提供丰富多样的色号同等重要，这要求品牌积极利用KOL营销，并投资虚拟AR试色。”

—— 何雨婷，研究分析师

彩妆——眼部和眉部 - China

“化眼妆已经不仅是女性日常化妆流程一部分，还成为自我表达的一种方式。在产品层面，质地可能会是品牌与消费者，特别是年轻女性沟通时下一个重点关注的领域，而在针对成熟女性时，品牌应充分把握美妆护肤化的趋势。在精神层面，品牌不妨为产品附加更多的情感价值，比如增加定制或个性化元素，从而吸引消费者。”

—— 柴静彦，研究分析师

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Colour Cosmetics - Eye and
Eyebrow - China

“Applying eye colour cosmetics has become both a regular makeup routine and a way of self-expression. On the product level, texture can be the next major focus in communication with consumers, especially young women, while the skinification trend can be harnessed when targeting mature women. On the spiritual level, brands ...

Colour Cosmetics - Lip - China

“Upon high expectation of moisturisation claims, lip colour cosmetic brands need to solve the problem of drying out the lips and offer adequate moisturisation supported especially by technology innovations. Meanwhile, guiding consumers in identifying suitable shades is as crucial as offering colour shade diversity, which calls brands to weigh in ...