December 2015

品牌在护肤品购买中的重要性 - China

“在竞争激烈的中国市场上，区分不同品牌的产品质量正变得日益困难，越来越多的品牌已经建立了知名度，从情感层面与消费者沟通有助于品牌从众多广告中脱颖而出，并与消费者建立情感性联系。

November 2015

The Importance of Brands in Skincare Purchasing - China

“In the crowded Chinese market where the quality of products is becoming increasingly difficult to differentiate between and more and more brands have become established, connecting with consumers on an emotional level allows brands to cut through the advertising clutter and build a deeper connection with consumers.”

– Wenwen ...

保健品 - China

“得益于乐观的社会经济环境，保健品市场预计将稳步增长。回应消费者日益多样化的需求（即保健品不仅为了预防疾病，也是美好生活的一部分）赋予品牌进一步增长的商机。”

– 刘超伦，高级研究分析师

October 2015

Health Supplements - China

“The health supplements market is forecast to grow at a steady pace thanks to the positive social economic environment. Further growth opportunity exists in answering the increasingly diverse consumer needs, ie health supplements are not just health-keeping measures, but also for living a better life.”

– Karen Liu, Senior ...

香水 - China

“尽管香水的使用率保持高位，但消费者在使用频率和香水的认知方面均略显不足。为了推动未来的发展，品牌可以通过积极的渠道扩张，加大对送礼市场的投资力度，特别针对百货商店和机场免税店的扩张，尤为如此。"

September 2015

Fragrances - China

“Market growth has been stagnant due to the economic slowdown. FMCG brands in China have seen declining growth and international groups such as L’Oréal and Estée Lauder reported slower growth in China in Q4 2014.

From the consumer point of view, Mintel has found that as many as 58% of ...

婴幼儿个人护理用品 - China

“为了使婴幼儿个人护理产品具有更多的附加价值，公司和品牌可以借鉴其它婴幼儿行业（如婴幼儿配方奶）的成功案例来推广具有高级宣称（如含有亲和人体成分）或功效（如使宝宝更强壮）的婴幼儿个人护理产品。”

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彩妆 - China

“较高的使用频率证实一旦消费者开始使用彩妆产品，大部分将养成每天化妆的习惯，这意味着在这类消费群体中提高使用频率的可能性非常有限。销量的增长将依赖产品系列的扩张、品类扩张或现有产品的高端化来实现。

身体护理用品 - China

“2014年，中国身体护理用品零售市场销售额达到66.3亿元人民币，年同比增长10.1%。尽管增速仍达双位数，但其销售额增幅实际从2013年的11.9%下滑至2014年的10.1%。

August 2015

Baby Personal Care - China

“In order to add more values for baby personal care products, companies and brands could leverage successful examples from other babycare industries (eg infant formula milk) to promote new baby personal care products with advanced claims (eg contains human affinity ingredient) or functions (eg make babies stronger).”

– Yujing ...

Colour Cosmetics - China

“High frequency of usage proves that once consumers adopt colour cosmetics products, many of them will develop a routine to wear them on a daily basis, meaning that opportunities for increasing frequency of usage amongst these users could be limited. Sales growth can be achieved by product extension, category extension ...

脸部护理 - 女士vs男士 - China

中国女性认为更健康和愉快的生活方式能带来持久美丽的肌肤，因此品牌应该放眼更宽，抓住全天24小时生活方式呈现的机会。

July 2015

Facial Care - Women vs Men - China

"Chinese women perceive that a healthier and happier life can lead to good skin in the long term, so brands need to think of skincare from a bigger picture and tap into consumers’ everyday life 24/7.

June 2015

Bodycare - China

“The reason for not using bodycare products is not only related with consumer perceptions but also about the bodycare product itself. In order to encourage females to purchase their initial bodycare products and get in the habit of using them, companies and brands need to do more in terms of ...

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May 2015

头发护理：洗发水，护发素及其它头发护理品 - China

“由于消费者具有多品牌使用行为习惯，加上品牌的客户流失率保持高位（具体来说，一段时期内，消费者购买某种品牌而放弃另一品牌的百分比），品牌需要不断地推出新产品、升级现有产品线，从而吸引新客户，维系流失老客户。英敏特强调众多消费者在尝试新的头发护理产品时，往往为功能性需求和信任感所动。”

– 陈文文，高级研究分析师

婴幼儿尿片和湿巾 - China

“从全球新产品开发的趋势和消费者对不同国家的婴儿纸尿裤和湿巾的偏好习惯为商家对妈们对婴儿纸尿裤和湿巾产品的特定元素和成分的偏好提供了重要的提示多样化的婴儿湿巾产品适用于多种新的清洁场合，将在不远的将来吸引更多新的消费群。另外，质量保证和专业服务将帮助母婴用品专卖店成功赢得购买婴儿护理产品的妈妈们的芳心。”

– 刘欣琪， 研究分析师

April 2015

Shampoo, Conditioner and Hair Treatment - China

“Given consumers’ repertoire behaviour and brands’ high churn rate (ie the percentage of shoppers buying one brand that discontinue buying in a given time period), brands need to continue launching new products and upgrading current line in order to attract new users and win back lapsed ones. Mintel has highlighted ...

美容零售 - China

“随着O2O模式兴起,中国美容产品零售市场的供应端和需求端都在快速发展。

供应端方面,科技巨头深入零售市场,大型美容连锁店在低线城市扩张。需求端方面,消费者出现了社交购物行为,对促销活动,对新科技充满兴趣。为了更全面的覆盖市场,线上和线下渠道的整合已成必然。同时,美容品牌需要整合社交网络、品牌建设和购物从而提供一体化的体验。”

– 陈文文,高级研究分析师

March 2015

Beauty Retailing - China

“The China beauty retailing market is evolving fast with both supply and demand side driven by the online-to-offline movement.

Nappies and Baby Wipes - China

“When it comes to baby care-related matters, safety remains the top concern for mothers. Seemingly a simple formula, brands are making extra efforts to optimise purity and natural-focus in product ingredients and scents as a way to rebuild consumer confidence. As opposed to added benefits such as nourishing skin provided ...

February 2015

美发产品：造型和染发用品 - China

“品牌需要继续在产品和包装上锐意创新，从而打造新的消费场合。这不仅意味着为特殊场合设计专用产品，如婚礼、鸡尾酒会、约会，也包括能增加使用频率的新品，如便于消费者在日间随时使用和补用的产品。”

Hair Beauty Products - Styling and Colourants - China

“Brands need to continue product and packaging innovations to create new consumption occasions. This not only means hair beauty products for special occasions such as weddings, cocktail parties, dates

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– 陈文文，高级研究分析师

nights out, but also increasing usage frequency through anytime application and re-application during the day."

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