

November 2022

面部清洁和卸妆产品 - China

“2022年新冠疫情复燃后，更温和的产品成为消费者的首选，其次是更养肤或更保湿的产品；消费者对面部清洁和卸妆产品的需求相同。去年，卸妆油的渗透率小幅攀升，但仍有许多消费者受油性产品肤感油腻、会闷痘堵塞毛孔的刻板印象影响，不愿尝试此类产品。品牌在推广卸妆油时，除了清洁效果好和作用温和外，还应对产品质地进行生动的描述，并提供真实证据以佐证卸妆油对黑头和毛孔的改善作用。”

——柴静彦，研究分析师

October 2022

婴幼儿护理用品 - China

“在出生率下降和多数种类产品渗透率饱和的情况下，婴幼儿护理用品市场需针对新一代家长进行产品创新并做好品牌定位。具体而言，加码新兴品类（如防晒产品），推出新形态和新质地并专注于产品功效是释放市场潜能的关键。”

— 何雨婷，研究分析师

September 2022

Baby Personal Care - China

“Faced with a declining birth rate and saturation of most product types, the baby personal care market needs product innovation and brand positioning that speak to the new generations of parents. Specifically, weighing on emerging product types (eg suncare), introducing new formats and textures and focusing on product efficacy are ...

美容仪器 - China

“在经历了几年的快速增长后，美容仪器市场首次出现下滑，这反映了消费者对大额消费持保留态度，并且不愿意购买仅带有基础功能（如补水保湿或清洁等）的美容仪器。美容仪器品牌需要持续探索如何说服用户继续使用或

Facial Cleanser and Makeup
Removal Products - China

“Milder products are sought most after the resurgence of COVID-19 in 2022, followed by those with better skincare benefits or with better moisturising results. The demands are the same for both facial cleansing products and makeup removal products. Makeup removal oil has obtained slight increasing usage penetration over the last ...

女士面部护肤品 - China

“在后疫情时代，高功效的面部护肤品将在女性的美容流程中占据更重要的位置，并有可能成为驱动美容行业未来增长的引擎。这是因为相邻品类持续引进“护肤化”概念，同时许多美容企业也更聚焦于面部护肤品业务。鉴于消费者将皮肤屏障受损与各种不同的皮肤问题联系在一起，并认为面部护肤品是首选解决方案，皮肤健康将成为推动面部护肤品进一步增长的强劲动力，皮肤屏障相关的产品定位也有潜力带来可观的投资回报率。然而，近未来，通过保护皮肤微生态以增强皮肤整体免疫力将成为更具吸引力的因素，因此品牌应预先制定方针。”

— 蒋亚利，美容个护品类副总监

Women's Facial Skincare - China

“Facial skincare with high efficacy will play a more central role in women's beauty routines in the post-pandemic era and will likely lead future growth in the beauty industry, given the skinification trend continues

Beauty and Personal Care - China

改善当前用户的美容仪器使用体验，如利用配套护肤品增强功效。”

— 古丹阳，高级研究分析师

impacting adjacent categories and many beauty companies are focusing more on the facial skincare business.

Skin ...

August 2022

Beauty Devices - China

“After a few years’ rapid growth, the market has recorded a decrease for the first time, reflecting consumers’ reserved attitudes in making large spending and their reluctance in purchasing devices with basic functions such as hydration or cleansing. It is important for device brands to keep exploring ways to persuade ...

彩妆——面部 - China

“选择底妆产品时，消费者更注重妆效持久和贴合皮肤的宣称，这为起辅助作用的妆前乳/隔离霜和定妆产品带来发展机会。在满足服贴妆容要求的基础上，额外的养肤功效对于某些肤质的消费者（如干性或受损敏感性皮肤）可谓加分项，对成熟女性也具有吸引力。”

——靳尧婷，高级研究分析师

July 2022

Colour Cosmetics - Face - China

“Consumers are paying more attention to the long lasting and close fit to skin surface claim when choosing foundation products, which offers future growth opportunities for complimentary primer and setting products. On the premise of satisfying demand for the seamless makeup look, additional skincare benefits are a bonus for those ...