

August 2023

彩妆 ——眼部和眉部 - China

"虽然面临挑战，但眼部和眉部彩妆品类仍可通过搭乘‘多巴胺美妆’趋势，以及将大胆的眼影色彩推广至更多日常使用场景，在2023年实现正增长。然而，作为着色属性最为强烈的品类，眼部和眉部彩妆可打造、引领和推广整体性的美的理念以及未来的时尚趋势，进一步拉动市场增长。"

Colour Cosmetics - Eye and Eyebrow - China

"Although facing challenges, the eye and eyebrow makeup sector will still see positive growth in 2023 by riding on the dopamine beauty trend and promoting bold eyeshadow colours into more daily occasions. But as a sector that carries the strongest colouring characteristic, eye and eyebrow makeup will expect further growth ..."

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彩妆 ——唇部 - China

"In the context of intentional spending, lip colour cosmetics must prove their value by delivering better skin sensations, solving frustrating lip issues and conducting comprehensive market education. Meanwhile, brands can resonate with consumers by redefining natural makeup style under new ways of life."

– Jane Chai, Senior Research Analyst

彩妆 ——唇部 - China

"在审慎消费的大背景下，唇部彩妆必须设法证明其价值，例如可提供更好的唇感、解决困扰消费者的唇部问题、进行全面的市場教育。同时，品牌可在新生活方式下重新定义自然妆感，引起消费者的共鸣。"

– 柴静彦，高级研究分析师