

December 2017

对美容仪器的态度 - China

“可信度在美容仪器市场至关重要。它突显出需要关注的核心领域——确切效果、安全保证、可靠的购买渠道和周围人及专业人士的中肯推荐。尽管如此，但消费者谨慎的态度不太可能挫伤其追赶潮流和尝试新事物的意愿。”

— 金乔颖，研究副总监

November 2017

Consumer Attitudes towards
Beauty Devices - China

“Credibility is particularly important in beauty device market. It highlights the key areas to pay attention to – proved result, safety assurance, reliable purchase channel and believable recommendation from people they know or from professionals. Having said this, the prudent attitude is unlikely to dampen consumers’ willingness of following trend ...

对美容服务的态度 - China

“能放松和见效快是被访者认为美容服务所具有的优势，品牌应该进一步予以强化以抗衡崛起的美容仪器，后者被视为在省时和使用方便性上更胜一筹。安全认知将是双发角逐的主战场。目前，消费者对这两个市场的安全认知不分上下。”

— 金乔颖，研究副总监

October 2017

Consumer Attitudes towards
Beauty Services - China

“Relaxation and instant results are the perceived advantages of beauty services and should be further strengthened to compete against the rise of home-use beauty devices, which are considered better at saving time and being convenient to use. Perceptions of safety will be a key battle ground, with both markets achieving ...

September 2017

保健品 - China

“由于消费者前所未有地看重健康问题，中国保健品市场增长前景乐观。消费者开始将保健品作为预防措施，拉高了服用频率。当引入进口产品时，品牌和公司应深入了解中国消费者的独特需求和期望。”

Health Supplements - China

“Growth in the health supplements market in China shows real promise, as health has never been more important to consumers. Consumers start to take supplements as a preventive measure, resulting in higher usage frequency. When introducing imported products, brands and companies should know more about Chinese consumers’ unique needs and ...

婴幼儿护理用品 - China

“奶爸和奶妈们的育儿习惯和顾虑相似。他们都乐于尝试创新产品，因此以往属于小众品类的产品现在大有发展机遇。品牌发展的关键是让消费者相信产品的功效和安全性。知名品牌不再像过去一样值得信赖，因此消费者需要结合专家建议和其他奶爸奶妈的育儿经验来选择产品。”

— 李玉梅，研究分析师

Beauty and Personal Care Full - China

Baby Personal Care - China

“Dads and mums are showing similar caring about their kids and are willing to try innovations, which means opportunities for these formerly niche products. The key is how to convince parents of the effectiveness and safety of these products. Famous brand names are not that trustworthy and parents now need ...

August 2017

Facial Skincare - China

“Consumers think basic product benefits like hydrating and whitening are the most important signals when they are evaluating product effectiveness, indicating the core impressions brands should deliver primarily. Safety assurance, like no irritation, no side effect, are also the things every brand must get right. Upon that, advanced functional benefits ...

July 2017

Colour Cosmetics - China

“There is strong consensus that using make-up is a useful technique to boost confidence and at the same time to show respect for others. Particularly for middle-age women in their 30s and mums, being a charming individual with independence and maturity drives them to wear make-up every day. This is ...

June 2017

Bodycare - China

“Bodycare in China has long been all about moisturising and lack of innovation. But consumers are asking for more than pure moisturising, as they demonstrate various demands for body skin improvements and particularly high earners have opted for advanced products like body treatment oil rather than basic body moisturisers. Given ...

May 2017

面部护肤品 - China

“消费者认为补水和美白等基本产品功效是象征产品有效性的最重要信号，揭示出品牌需要传递的首要形象。安全保证，如无刺激、无副作用，也是品牌需要涵盖的产品特征。在此基础之上，先进的功能益处（如紧致、盈润）是品牌可以考虑，用于超越对手的差异化优势。”

彩妆 - China

“化妆被普遍视为是一种能提高自信的加分技能，与此同时也是表示对他人的尊重。特别是30多岁的中年女性和妈妈们，对独立成熟魅力女性的形象向往促使她们每天化妆。这是品牌可以用于鼓励彩妆使用的强有力信息。”

— 金乔颖，研究副总监

身体护理用品 - China

“中国身体护理市场长期以来都是以滋润为主，创新乏力。但消费者需要的不仅是滋润，因为她们渴望身体皮肤能实现多种不同的改善。尤其是高收入者，她们已经开始使用高级产品，如身体护理精油，而不是基础的身体滋润产品。考虑到消费者还不熟悉专业产品，品牌因而需要证明其产品功效，教育消费者在身体护肤流程中加入更多类型的产品。”

— 李玉梅，研究分析师

对抗衰老产品的态度 - China

“抗衰老产品如今不仅仅与熟龄肌有关。消费者从25岁起就开始将其纳入护肤流程中。不像30-40岁的女性更关注皮肤松弛，20多岁的消费者将皮肤黯淡无光视为衰老的一大迹象，仅次细纹。”

Beauty and Personal Care Full - China

Consumer Attitudes towards Anti-aging Products - China

“Anti-aging products are not only relevant to mature consumers now. Consumers are adopting them as parts of skincare regime at an earlier age of 25. Unlike 30-40-year-olds who pay more attention to loose skin, consumers in their 20s treat dull skin as a key sign of aging, followed by the ...

婴幼儿纸尿裤和湿巾 - China

“婴幼儿护理产品零售呈现转向线上的趋势。但是，即便是在购买纸尿裤这类高标准化和可重复购买的婴幼儿产品时，母婴用品专卖店仍然是中国妈妈们最信赖和最常使用的渠道。这表明，店内体验和专业服务依然是妈妈购物过程中至关重要的一部分。品牌和零售商需要在各渠道间取长补短，打通线上线下，提供无缝购物体验。”

面膜 - China

“面膜品类并不具有强烈的品牌忠诚度。更值得关注的是，这种品牌转换并不是因为对当前使用的品牌不满或被促销活动吸引，而是消费者想要尝试不同的新品，揭示出产品创新占据比市场活动更重要的地位。”

— 金乔颖，研究副总监

April 2017

Facial Masks - China

“Brand loyalty in the facial mask category is not strong. What’s more concerning is that such brand switching is not driven by dissatisfaction with the current brand or promotional activities, but rather the consumer desire to try out different new products, indicating the importance of innovative products rather than marketing ...

Nappies and Baby Wipes - China

“Even though baby care products retailing is seeing the trend of moving to online, specialised mother and baby care store is still the most trusted and most often visited channel for Chinese mums, even for highly standardised and repurchased products like nappies. This indicates in-store experience and professional services are ...

March 2017

美容零售 - China

“网购的蓬勃发展推动了美容零售市场的增长，并弥补了趋于停滞的线下实体店的销售。担心买到假冒伪劣商品并不会阻碍消费者在线上购买美容产品，甚至高端美容产品，因为种类丰富的进口产品和价格优势仍然是驱动消费者选择电商渠道的强有力因素。”

Beauty Retailing - China

“Online shopping is supporting the growth of the beauty retailing market and compensating for stagnating offline sales. Concern about product authenticity does not prohibit consumers from looking for products online, even for premium products, because the wide selection of imported products and competitive prices in online stores are still strong ...

February 2017

洗发护发产品 - China

“国际品牌不断投资消费者教育，而中国品牌在这方面相形见绌。但消费者教育是必不可少的，因为中国消费者并

不如制造商预期的一样成熟。韩国和日本进口产品的风靡也显示出讲述有说服力的故事的重要性。”

January 2017

Haircare - China

“International brands are continuously investing in consumer education while Chinese brands are making less effort in this aspect. But education is what Chinese consumers need as they are not as sophisticated as manufacturers think. The popularity of imported products from South Korea and Japan also demonstrates the importance of telling ...