

October 2017

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

September 2017

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 ...

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。”

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 ...

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

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 ...