

## November 2022

## 身体护理用品 - China

“如今，消费者日益重视呵护自己的身体肌肤。除补水保湿等基础需求外，消费者对抗衰老等高阶护肤功效以及解决敏感肌问题的兴趣也在不断上升。身体护理与整体身心健康密切相关，因此，在产品使用方法上进行创新，结合养生保健等解决方案，并提供帮助缓解情绪压力、振奋心情等特质，将能够吸引消费者的注意力。”

——靳尧婷，高级研究分析师

## October 2022

## Bodycare - China

“Consumers are now paying more attention to taking care of their body skin; apart from the basic moisturisation and hydration needs, advanced skincare benefits such as anti-ageing and dealing with sensitive skin conditions have also seen rising interest. Bodycare is also closely associated with general wellbeing both physically and mentally ...