

July 2017

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

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 ...

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。”

May 2017

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 ...

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

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。”

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 ...