

January 2015

医药零售 - China

“一方面，实体店利用最新科技技术，为消费者提供无缝服务和购物体验，将成为在竞争中脱颖而出的关键因素；另一方面，根据消费者不同的行为习惯和购买态度细分消费群体能够使医药零售商运营更加有效。对于大型零售商而言，根据当地人口特征和需求制定本地化的零售战略至关重要。”

— 陈文文，高级研究分析师

December 2014

Pharmacy Retail - China

“The ability for a store to embrace the latest technology innovation to provide seamless services and shopping experience will become the key differentiator for retailers to stand out while segmenting the consumer based on their different behaviour and attitude would make a pharmacy retailer more efficient. For large players, designing ...

婴幼儿护理产品 - China

“中国的婴幼儿护理市场是极具挑战性的市场，不仅对本土企业如此，对跨国企业也越发如此。品牌和产品产地已经不再是产品安全性和质量的唯一判断标准。生产商需要适应当前这样一个互联的市场，通过产品和市场沟通来说服妈妈们购买。”

男士护理品 - China

“男士在出现皮肤问题需要解决的时候才会购买护理产品。他们还希望个人护理产品能快速起效。在使用动机、产品期望和产品使用方面，品牌应努力推进对中国男性消费者的教育。还有重要的一点是，品牌在与男性消费者沟通时应时刻注意男性和女性之间的差异。”

— 李洌铃，高级研究分析师

November 2014

Babycare - China

“The relaxation of the one-child policy in 2013 will result in more newborns in the future. This coupled with increasingly disposable income and growing appreciation towards babycare products will foresee growth of China's blooming babycare market from RMB 4,283 million in 2013 to reach RMB 8,871 million in ...

October 2014

Men's Toiletries - China

“Men tend to shop for the toiletry products when they have skin problems to solve. In addition, they expect instant product efficacy in personal care. Brands should take efforts to further educate Chinese male consumers, in terms of the motivation of usage, expectation of the product and the product usage ...