

February 2023

孕期个人护理产品 - China

“对于女性而言，生育可能是一项艰巨和充满压力的任务。女性身体经历的变化和承受的压力需要引起充分的关注。尽管确保胎儿健康是首要要求，但孕期个人护理产品也可以带来愉悦心情的额外益处，并将护理延伸至产后阶段，让女性感受到呵护与关怀。此外，解开成分适用性的迷思也至关重要，这有助于消费者更有信心地选择孕期个人护理产品。”

January 2023

Personal Care Products during
Pregnancy - China

“For women, childbearing can be a daunting and stressful task. The changes and strain placed on a woman's body require full attention. While ensuring foetal safety is the primary requirement, pregnancy personal care products can also provide additional emotionally uplifting benefits and extend care into post-childbirth, allowing women to feel ...

December 2022

Soap, Bath and Shower Products -
China

“Taking a shower is no longer just about cleanness. Consumers are now looking for extra benefits from the SBS category, such as advanced skincare solutions to improve skin conditions and enjoyable fragrances to enhance the shower experience emotionally. Innovative texture and format with better sensory experience and proved efficacy are ...

男性美容护理流程 - China

“形象觉醒练习生是形象管理漠视者与形象管理进阶者（本报告定义的消费者细分群体）之间的过渡阶段，品牌通过帮助形象觉醒练习生不断进阶的方式接触美容个护领域的不同男性，并一步步地增进其成熟度。在功效之外，情绪性益处或是在不同维度进一步激活男性市场的关键所在，在不远的将来或能有效推动‘他经济’的发展。”

——蒋亚利，美容个护品类副总监

洗手洗浴用品 - China

“沐浴不再以清洁身体为唯一目的。如今消费者期望洗手洗浴用品品类提供更多益处，例如能够改善皮肤状况的进阶护肤解决方案，以及可以在情绪层面提升沐浴体验的怡人香味。未来提供更好的感官体验并能证明有效果的新型质地和形态将会受到消费者关注。”

— 靳尧婷，高级研究分析师

防晒产品 - China

“由于消费者的防晒意识不断提升，防晒产品市场持续保持正增长。户外活动的走热不仅提高了消费者对防晒的认知度，也为防晒品牌指明了触达消费者的机遇和途径。同时，找到足够的防晒效果和舒适肤感之间的平衡点仍是消费者的痛点之一，特别是针对皮肤敏感的消费者，因此品牌可进一步挖掘该需求。”

— 古丹阳，高级研究分析师

November 2022

Suncare - China

“Consumers’ rising awareness of UV protection has sustained the market’s growth for another year. The rising popularity of outdoor activities is generating awareness of UV protection and providing an opportunity and pathway for sunscreen brands to engage with consumers. Meanwhile, the balance of sufficient protection and comfortable skin remain a ...

Men's Grooming Routines - China

“With Awakening Apprentices being the connection between Self-image Indifferents and Image Management Veterans (consumer segments identified in this Report), brands could approach men in the BPC world following a progressive way and enhance their sophistication step by step. On top of efficacy, emotional benefits could be the key to further ...

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 ...