

April 2022

口腔护理 - China

“随着人们的口腔健康知识和意识不断提升，消费者在面临各种口腔问题时，将更多地选择自我治疗。同时，消费者已养成采用各种产品解决特定口腔问题的习惯，这将进一步强化市场细分，为口气清新喷雾和齿间刷等小众产品带来机会。口腔护理品牌可以利用这些机会，开发专业产品来满足消费者尚未得到满足的需求，并覆盖治疗后的护理和恢复等更多使用场景。”

——柴静彦，研究分析师

Age Management Products - China

“Consumers are taking a holistic approach towards ageing skin. They are not only using facial skincare products to delay ageing but also pay more attention to lifestyle modification as another major treatment. Therefore, positioning products as complementary solutions that support a healthier lifestyle and proving their effectiveness with professional endorsements ...

March 2022

Oral Care - China

“With increasing knowledge and awareness of oral health, consumers will have more self-treatment occasions when encountering diversified dental problems. In the meantime, consumers have established a habit of using various products for specific oral issues, which will further enhance market segmentation and bring opportunities to niche prototypes such as breath ...

抗衰老产品 - China

“消费者采取全面的方案应对皮肤衰老。他们不仅用面部护肤品延缓衰老，还更加注重调整生活方式，以此作为另一大应对方案。因此，商家可以将产品定位为有助更健康生活方式的配套方案，并且对效力提供专业背书，从而吸引消费者关注。”

— 靳尧婷，高级研究分析师

洗发护发产品 - China

“消费者对更好的洗护发解决方案的需求变得更加精细化，最终推动了高端化趋势和消费者使用数量的增加，进而拉动了中国洗发护发市场的增长。为了在未来继续保持增长，品牌需在洗发和护发领域满足消费者对精细化和便捷解决方案的多元化需求，比如护色/固色的洗护发产品和免洗型护发精油。”

— 蒋亚利，高级研究分析师

February 2022

Haircare - China

“Growth of China’s haircare market is driven by consumers’ fragmented needs for better haircare solutions, which eventually resulted in premiumisation and increased repertoire. In order to maintain future growth, brands need to serve consumers’ diverse needs for precise and convenient solutions both in shampoo and haircare segments such as colour ...

造型和染发用品 - China

“鉴于消费者在打理整体外观与造型风格时，对美发更为重视，染发用品市场将在未来5年保持增长态势。消费者更关注染发剂使用不便的问题，而非损伤头发或染发效果不佳，因此通过便于使用的产品驱动居家染发的渗透率是当下要务。”

过去一年，女性的美发造型产品使用率显著提升，因此该品类需改变其男性导向的形象，以迎合更多女性消费者的需求。除了打造专门的发型，美发造型产品可进一步融入护发功效，成为消费者日常头发护理流程的一部分。”

Beauty and Personal Care - China

— 李玉梅，研究副总监

Hair Colourants and Styling Products - China

“As consumers pay more attention to hair beauty as part of their overall appearance and style, hair colourants will remain on an upward trend over the next five years. At this point, driving penetration of home hair colour with easy-to-use products is a priority in this category, as inconvenience has ...

Beauty Retailing - China

“China’s retailing landscape continues to evolve, with new players and platforms emerging quickly. Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty information to cater to consumers’ emotional needs, so as to retain consumer interest and cultivate ...

美容零售 - China

“中国的零售格局持续发展，新玩家与新平台快速兴起。品牌需要有效地运营私域流量，为消费者提供个性化的产品推荐与实用的美容建议，并利用非美容类的信息满足消费者的情感需求，以此维持消费者兴趣并培育其品牌忠诚度。”

— 柴静彦，研究分析师