

## 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 ...

## 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 ...

## September 2014

## 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。”

— 李浏铃，高级研究分析师

## 减肥和健康保健品 - China

“减肥产品和保健品应该摒弃其传统的单调‘药品’形象，从而更好地吸引当今的消费者。”

— 邹睿敏，研究分析师

## 彩妆 - China

“由于在彩妆市场中，消费者表现出显著的“多样化使用行为”的特征，她们很有可能同时使用多个品牌，或在不同品牌之间轮换。因此，即使购物者不只考虑购买单一品牌，建立品牌知名度仍然非常重要。此外，确保足够的店内营销活动也至关重要：每次购物时，“品牌需要再次重现”，进一步加深消费者品牌印象从而转化成购买动力。”

## Beauty and Personal Care - China

### Weight Loss and Health Supplements - China

“Weight loss and health supplements need to move away from the traditional dull, ‘drug’ feel image to improve their appeal to today’s consumers.”

### 面部护肤品 - China

“中国面部护肤品市场发展迅速，竞争愈发激烈，消费者越来越成熟精明。消费者需要多功效产品满足多任务多角色的生活方式，同时他们也需要有针对性的产品解决特定皮肤问题。下一个的挑战是“什么时候？”。

## August 2014

### Facial Skincare - China

“The China facial skincare market is evolving fast with enhanced level of competition and consumer sophistication. Consumers want multi-benefit products that fit into their multi-tasking lifestyles, they also want specifically designed products for certain problems. So the next question is “When”?”

Given consumers’ repertoire behaviour, there is a high possibility ...

### 纸尿裤和婴儿湿巾 - China

“过去五年间，消费者对婴儿个人卫生意识和便捷生活方式的追求不断升温，纸尿裤和婴儿纸巾市场发展迅猛。在这一趋势的助力下，一次性婴儿产品逐步成为日常生活的必需品。尽管增势乐观，但纸尿裤和婴儿湿巾市场仍未完全渗透至包括一、二、三线城市在内的所有城市地区。这种现象说明，纸尿裤和婴儿湿巾市场在多级城市以及农村地区仍然具有巨大的潜力。中国政府放松独生子女政策，加之蓬勃发展的网上零售业以及现代零售渠道，助长了这股增长势头的强劲发展。”

## July 2014

### Fragrances - China

“Most consumers only wear fragrances on special occasions. Smart brands know to tie up their fragrance story based on special occasions. Fragrance concepts developed around emotions and mood could also be

### Colour Cosmetics - China

“Given consumers’ repertoire behaviour in colour cosmetics, there is a high possibility they use several products at the same time or switch brands very often. Therefore, brand awareness is still important, even if shoppers do not think about one brand frequently. It is also crucial to ensure that there is ...

### 香水 - China

“正如很多消费者购买香水作为礼物，很多城市消费者购买香水自己使用。”

品牌可以通过将香水与送礼场合相联系，着重突显香水作为礼物的高档品位和价值，获得利益最大化。这些场合包括圣诞节、情人节、母亲节。同时，鼓励消费者根据不同场合自己使用香水，如约会、旅行以及婚礼。”

— 陈文文，研究分析师

### 中国洗发护发报告 - China

“2013年,中国洗发护发市场销售额达到了353亿元人民币，增速下滑至10%。增长逐渐放缓的原因包括，城市家庭使用渗透率较高以及消费者对于促销活动的依赖。”

more appealing to women."

– Wenwen Chen, Research Analyst

### June 2014

#### Nappies and Baby Wipes - China

"Over the past five years, the nappies and baby wipes market has experienced staggering growth, driven by rising awareness of babies' personal hygiene and the convenience seeking lifestyle, which increasingly makes disposable baby products daily essentials. Despite strong growth, the market for nappies and baby wipes has not reached full ...

#### 口腔清洁 - China

"口腔清洁用品市场在过去数年增长稳定，特别是漱口水和辅助用品细分市场，而这一增长趋势将有望继续保持。对口腔健康和美容的日益重视，漱口水、电动牙刷和牙线使用率的不断攀升，以及较低的牙医人口比率都推动了销售额的增长。此外，现代贸易和在线零售渠道帮助品牌覆盖到了更多区域，以满足消费者不断多元化的需求。"

### May 2014

#### Haircare - China

"China's haircare market value reached RMB35.3 billion, growing at a slowed-down rate of 10% during 2013. The gradual slowdown in growth is caused by the high usage penetration in urban households as well as consumers' reliance on price promotion.

Consumers' repertoire behaviour, especially female consumers' repertoire behaviour will ...

#### Oral Hygiene - China

"The oral hygiene market has experienced steady growth over the past few years, in particular the mouthwash and ancillary segments, with the growth trend expected to continue. Increased emphasis on oral health and beauty, higher usage frequency extending to mouthwash, electronic toothbrush and dental floss products, and a low dentist ...

### April 2014

#### 香皂、沐浴和泡澡产品 - China

香皂、沐浴和泡澡产品零售市场在2013年继续延续此前的强劲增长势头，销售额高达217.13亿元人民币。科技进步（如移动购物、平板电脑和互联网普及率的提高）带动了在线零售业的增长。同时，利用中药的产品创很成功。

#### Soap, Bath and Shower Products - China

"Retailers need to ensure there is enough in-store marketing to recruit new shoppers day in, day out. Cross-category brand extensions and creating limited edition ranges can leverage consumers' 'infidelity' behaviour and capitalise on shoppers' desire for newness and excitement."

### March 2014

#### 美容品零售 - China

美容品零售市场在2013年继续延续前所未有的强劲增长势头，销售额突破1,670亿元人民币。科技创新（如移动购物、平板电脑和互联网普及率的提高）带动了在线美容



## Beauty and Personal Care - China

零售业的增长。同时，大型零售商（如屈臣氏和丝芙兰）入驻低线城市也促进了市场的繁荣发展。

**February 2014**

### Beauty Retailing - China

“Deals and discounting can be an entry point to attract new customers and personalisation and relevance in promotion will become the critical point for retailers in coming years. But in the long run, creating unique shopping experience remains essential.”