

June 2022

对高端美容产品的态度 - China

"由于越来越多年轻消费者开始使用高端护肤品，品牌有必要迅速采取行动，推出更多样化的产品以及采用更多元的渠道策略，以更好地满足该群体对功效和感官体验的追求。此外，品牌也可针对急迫的社会问题发起讨论和举措，借此与消费者建立更坚实的情感联系。得益于新冠疫情，线上渠道进一步蓬勃发展，成为消费者搜集信息和购买产品的枢纽。然而，品牌专柜仍扮演着重要角色。品牌可通过该渠道提供试用用品吸引年轻消费者，以及通过服务和专业咨询赢得成熟女性的青睐。品牌可持续优化其线上和线下渠道的服务和促销策略，为消费者提供更轻松方便的无缝购物体验。"

面膜 - China

"由于消费者使用面膜时热衷探索，品牌可以考虑提供多种形式的面膜，以满足皮肤状况不同的消费者和不同目标群体的需求。就两种主流的面膜形式而言，独特材质的面膜纸可加成贴片式面膜的功效，而水洗涂抹式面膜可从吸收效果更好的角度来讲述功效。"

— 何雨婷，研究分析师

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Facial Masks - China

"As consumers are explorative in the usage of facial masks, brands are suggested to offer facial masks of various formats to satisfy their needs under different skin conditions and of different target groups. For two leading formats, specialisation of sheet materials can endorse functionality of sheet masks, and rinse-off masks ..."

Attitudes towards Prestige BPC Products - China

"Younger entry in the category becomes prevailing and brands are now required to act fast and dig deeper product offering diversifications and channels strategies to better accommodate younger consumers' needs on functional benefits and sensorial experience during use. Also lead the conversation and movement in tackling pressing social issues to ..."