

July 2019

对抗衰老产品的态度 - China

“抗衰老只意味着30岁以上熟龄肌肤抗皱面霜的时代已一去不回。抗衰老正迅速扩大其版图以包括更广泛的目标消费者、更多元的产品宣称（如行为老化、抗氧化、抗糖化）和更多样的产品，从类医美或口服类护肤品到其他日用品，层出不穷。”

药妆 - China

“由于国家食药监管总局的严格规定，药妆品牌无法直接从定位产品为药妆中受益，因此寻找替代的宣传方式成为刻不容缓的任务。保护肌肤屏障和解决皮肤问题都是与药妆息息相关的可行定位，并且在消费者的观念中比“适合敏感肌肤使用”宣称更为重要，后者被广泛应用，但在竞争者间大同小异。”

– 周文棋，研究分析师

彩妆 - China

“对于30岁及以上女性的面部底妆而言，‘含护肤功效’是最为重要的因素。2018年，中国市场的面部底妆新品中，‘抗衰老’和‘减少细纹’等宣称虽有所增长，但数量仍远低于韩国或英国，尽管过去2年有化妆习惯的30-39岁女性有明显增长。因此，将护肤功效和化妆品（尤其是粉底）相结合可成为消费者所期待的高端化潮流的助推力。”

– 尹昱力，初级研究分析师

June 2019

Attitudes towards Anti-aging
Products - China

“The days when anti-aging only referred to anti-wrinkle creams for over-30s are gone. Anti-aging is quickly expanding its territory to include a larger group of target consumers, a broader variety of claims (such as behavioural aging, anti-oxidation, anti-glycation) and diverse product offerings, from cosmetic surgery-like or ingestible skincare, to other ...

Cosmeceuticals - China

“With restrictive CFDA regulations, cosmeceutical brands are unable to benefit from directly positioning their products as cosmeceuticals, so finding alternative communication is an imperative and urgent task. Associated closely with cosmeceuticals, both skin barrier protection and skin problem solving are feasible positionings and are more important features in consumers’ minds ...

Colour Cosmetics - China

“When targeting a face base make-up product at women aged 30 or above, the feature ‘have benefits on skin appearance’ is listed as the most important feature to have. In 2018, claims such as ‘anti-aging’ and ‘reduce fine lines’ appeared in more new launches in China but still significantly less ...

May 2019

面膜- 中国 - China

“面膜市场增长迅速，竞争激烈，从功能性到附加情感益处均暗流涌动。消费者的情感放松需求升级，为品牌提供了开发仪式化面膜护理流程的机会。在高端化趋势的影响下，品牌可以围绕敏感肌展开产品创新，如医用面膜。”

– 周文棋，研究分析师

香水 - China

“随着中国美容消费者越来越向线上转移，香水品牌和零售商也有必要扩张数字版图。但是，数字化并不仅仅意味着进驻电商或开设社交媒体账号；在香水产品类，重要的是如何在数字空间引发气味联想、提供感官体验，并最终帮助消费者找到合适的那款香。”

– 李玉梅，高级研究分析师

April 2019**Facial Masks - China**

“As a fast-growing market, the facial mask market is facing fierce competition from functional aspects to value-added emotional aspects. Consumers' upgraded demands for mental relaxation provide an opportunity for brands to invest in a ritualised facial mask routine. Under the influence of the premiumisation trend, product innovation could be around ...

Fragrances - China

“With Chinese beauty consumers increasingly shifting to online, it is also becoming crucial for fragrance brands and retailers to expand their digital presence. However, digitalisation doesn't just mean selling products online or opening social media accounts; in the fragrance category, what's more important is how to evoke the sense of ...