

October 2015

香水 - China

“尽管香水的使用率保持高位，但消费者在使用频率和香水的认知方面均略显不足。为了推动未来的发展，品牌可以通过积极的渠道扩张，加大对送礼市场的投资力度，特别针对百货商店和机场免税店的扩张，尤为如此。”

September 2015

Fragrances - China

“Market growth has been stagnant due to the economic slowdown. FMCG brands in China have seen declining growth and international groups such as L’Oréal and Estée Lauder reported slower growth in China in Q4 2014.

From the consumer point of view, Mintel has found that as many as 58% of ...

彩妆 - China

“较高的使用频率证实一旦消费者开始使用彩妆产品，大部分将养成每天化妆的习惯，这意味着在这类消费群体中提高使用频率的可能性非常有限。销量的增长将依赖产品系列的扩张、品类扩张或现有产品的高端化来实现。”

August 2015

Baby Personal Care - China

“In order to add more values for baby personal care products, companies and brands could leverage successful examples from other baby care industries (eg infant formula milk) to promote new baby personal care products with advanced claims (eg contains human affinity ingredient) or functions (eg make babies stronger).”

– Yujing ...

脸部护理 - 女士vs男士 - China

中国女性认为更健康和愉快的生活方式能带来持久美丽的肌肤，因此品牌应该放眼更宽，抓住全天24小时生活方式呈现的机会。

婴幼儿个人护理用品 - China

“为了使婴幼儿个人护理产品具有更多的附加价值，公司和品牌可以借鉴其它婴幼儿行业（如婴幼儿配方奶）的成功案例来推广具有高级宣称（如含有亲和人体成分）或功效（如使宝宝更强壮）的婴幼儿个人护理产品。”

Colour Cosmetics - China

“High frequency of usage proves that once consumers adopt colour cosmetics products, many of them will develop a routine to wear them on a daily basis, meaning that opportunities for increasing frequency of usage amongst these users could be limited. Sales growth can be achieved by product extension, category extension ...



Beauty and Personal Care Full - China

July 2015

Facial Care - Women vs Men - China

"Chinese women perceive that a healthier and happier life can lead to good skin in the long term, so brands need to think of skincare from a bigger picture and tap into consumers' everyday life 24/7.