

April 2023

口腔护理 - China

“虽然受到新冠疫情影响，但口腔健康意识的提高仍推动了市场增长，并将在未来继续驱动增长。品牌和制造商可以利用新颖的口味提高小众产品的使用率，以增加营收。此外，开发专业产品可以赢得口腔护理知识丰富的消费者的青睐，如建立医学背景、针对特定问题（如牙齿变黄）或特定群体（如正畸人群）。”

— 何雨婷，研究分析师

March 2023

Oral Care - China

“Rising awareness of oral health propelled market growth despite the pandemic, and will continue to drive it in the future. Brands and manufacturers can expand the usage of currently niche products through novel flavours to increase revenue. Moreover, developing professional products can win the affinity of more knowledgeable consumers, such ...

美容零售 - China

“尽管2022年出现了严峻挑战，但是在疫情防控政策放宽的情况下，消费者有望购买更多美容及个人护理产品且恢复实体店购物。随着消费者减少冲动消费，并且更多受品质和体验所驱动，线上和线下渠道有必要采用多种策略，并提供高品质体验吸引消费者，为其提供合理的购买理由。品牌也需在不同触点上展现更大的诚意，以便与消费者建立起健康长久的关系。”

—— 古丹阳，高级研究分析师

February 2023

Haircare - China

“Consumers’ high willingness to invest in haircare and their increasing awareness of scalp health will continue to drive the development of China’s haircare market. Brands can cater to consumer needs with prestige offerings leveraging skincare ingredients and concepts. Moreover, sensitive scalp care will become mainstream and expand into more sub-categories ...

Beauty Retailing - China

洗发护发产品 - China

“消费者投资洗发护发产品的意愿强，且对头皮健康的意识有所提升，二者将继续驱动中国洗发护发产品市场的发展。品牌可利用护肤成分和理念推出高端产品，从而迎合消费者的需求。此外，敏感头皮护理产品将成为主流，并延伸至洗发水或护发素以外的其他细分子品类。”

—— 柴静彦，高级研究分析师

造型和染发用品 - China

“虽然新冠疫情导致美发产品市场增长放缓，但当生活恢复正常时，消费者将重燃对美发的热情。家用染发产品领域将需要继续开发可行的创新解决方案，凭借方便和灵活优势与线下美发店竞争。家用头发造型产品必须着力于满足消费者的首要使用目的，即健康的头发外观，不过该品类也有望进一步模糊与护发品类的界限。”

—— 靳尧婷，高级研究分析师

Hair Colourants and Styling
Products - China

“Although the pandemic has slowed down the growth of the hair beauty market, consumers’ enthusiasm for hair beauty will continue when life goes back to normal. At-home hair colourant products will need to continue to innovate on feasible solutions that leverage their merit of convenience and flexibility to compete with ...



Beauty and Personal Care - China

“Despite tough challenges in 2022, the lifting of the COVID-19 prevention and control policies will see consumers purchasing more BPC products and returning to physical stores. With spending sentiment becoming less impulsive and more driven by quality and experience, it will be important for both online and offline channels to ...