

November 2021

防晒产品 - China

“随着UVB/UVA防护主流化，防晒产品有机会将防护范围扩展至全光谱防晒等领域，在不同场合全面抵御有害的外界因素，如保护皮肤免受室内外空气污染影响，同时以令人信服的、升级改良的额外护肤功效推动女性和男性使用者升级消费。”

— 尹昱力，研究分析师

October 2021

婴幼儿护理用品 - China

“中国的出生率很可能继续下滑，因此，婴幼儿护理用品市场的增长动力将主要来自婴幼儿人均花费的提高。如今90后父母正逐渐崛起，成为该品类的消费主力。对此，品牌可考虑更新营销策略，比如通过带娃日记等方式与消费者沟通育儿经验，抓住消费者喜好，同时推出更细分的产品以创造新需求，从而促进品牌增长。”

身体护理用品 - China

“2021年，身体护理用品市场主要由健康趋势与高端化驱动。尽管消费者基本没有增加日常身体护理流程，但他们以面部护肤的标准对待其他部位的皮肤。因此，结合明星成分的高级配方与特定部位的精细护理产品能够引起消费者的共鸣。而在足部护理细分，满足消费者对放松的需求，用产品组合扩充消费者的购物车十分重要。”

——柴静彦，研究分析师

男性美容护理流程 - China

“即使疫情的影响不断减弱，男性对面部护肤品的使用仍然呈两极化趋势，这是一把双刃剑。一方面，该市场迎来更多男性美容爱好者，将带动更多高阶面部修护产品的使用；另一方面，不使用或偶尔使用面部护肤品的男性消费者数量不断增加，说明男性消费者对面部护肤品的需求不如女士消费者普遍，限制了该市场的未来发展潜力。”

— 李玉梅，研究副总监

September 2021

Baby Personal Care - China

女士面部护肤品 - China

“中国女性的多步骤护肤流程及对高效产品的强劲需求驱动市场增长。为了保持对消费者的吸引力，以及降低她们转向极简护肤的风险，品牌需持续升级消费者的居家护肤流程，提供更多专业方案，如利用SPA和医美宣称，并探索产品形态/质地的创新。此外，DIY（自己动手）概念不仅能把面部护肤流程转化为一种体验，也能让消费者打造专属配方，因此具备发展潜力。”

Suncare - China

“With UVB/UVA protection now mainstream, sunscreen products are seeing opportunities to extend their protection range into the full light spectrum and beyond, offering comprehensive protection against external harmful elements in different occasions, such as shielding skin against outdoor and indoor air pollution; as well as driving trading up among ...”

Beauty Devices - China

Beauty and Personal Care - China

“The decline in China’s birth rate is likely to continue hence the market growth of the baby personal care category will mainly come from the increased spending per baby. The post-90s parents are now emerging to become the main purchasing power in this category, hence updating marketing strategies such as ...

Bodycare - China

“In 2021, the bodycare market is mainly driven by wellbeing trends and premiumisation. Although consumers are barely expanding their bodycare routines, they are treating every part of the body skin with facial-care standards. Therefore, high-grade formulas with a combination of hero ingredients and delicate care for specific areas can resonate ...

面部清洁和卸妆产品 - China

“额外护肤功效及更温和的产品将继续推动面部清洁和卸妆产品市场的销售额增长。然而，面对红海竞争，品牌推广产品的温和性时，不妨走出单调的“敏感肌适用”宣称，并通过产品解决方案，提供切实可行的必备护肤功效，以激发消费升级兴趣。”

– 尹昱力，研究分析师

“Consumers’ rising needs for beauty devices to tackle specific skin issues have resulted in increased usage of various types in the last year, among which basic items like cleansing devices and hydration devices have seen the largest user base expansion. This reveals trade-up is not the only trend in the ...

Women's Facial Skincare - China

“Chinese women’s multistep routines and strong demand for high-efficacy products fuel market growth. In order to maintain the engagement and minimise the risk that consumers change to the skin minimalism approach, brands need to continuously elevate consumers’ at-home routines, providing more professional solutions, such as leveraging spa and clinical claims ...

Facial Cleansing and Makeup Removal Products - China

“Additional skincare benefits and milder products will continue to drive value growth in both the facial cleansing and makeup removal product markets. However, in the face of intense competition, brands are recommended to step beyond simply claiming ‘suitable for sensitive skin’ when conveying mildness, and offering realistic, achievable must-have skincare ...

August 2021

Men's Grooming Routines - China

“Men’s usage of facial skincare products continues to become polarised even after the impacts from COVID-19 have been diminishing, which is a double-edged sword. While more male beauty enthusiasts emerge to drive usage of more advanced facial treatment products, a growing number of non-users or occasional users means facial skincare ...