

November 2022

身体护理用品 - China

“如今，消费者日益重视呵护自己的身体肌肤。除补水保湿等基础需求外，消费者对抗衰老等高阶护肤功效以及解决敏感肌问题的兴趣也在不断上升。身体护理与整体身心健康密切相关，因此，在产品使用方法上进行创新，结合养生保健等解决方案，并提供帮助缓解情绪压力、振奋心情等特质，将能够吸引消费者的注意力。”

——靳尧婷，高级研究分析师

October 2022

Bodycare - China

“Consumers are now paying more attention to taking care of their body skin; apart from the basic moisturisation and hydration needs, advanced skincare benefits such as anti-ageing and dealing with sensitive skin conditions have also seen rising interest. Bodycare is also closely associated with general wellbeing both physically and mentally ...

August 2022

彩妆——唇部 - China

“在消费者对滋润宣称的高度期待下，唇部彩妆品牌需要解决导致唇部变干的问题，提供充分的滋润效果，特别是从技术创新来入手。此外，指导消费者挑选合适的色号与提供丰富多样的色号同等重要，这要求品牌积极利用KOL营销，并投资虚拟AR试色。”

——何雨婷，研究分析师

彩妆——眼部和眉部 - China

“化妆已经不仅是女性日常化妆流程一部分，还成为自我表达的一种方式。在产品层面，质地可能会是品牌与消费者，特别是年轻女性沟通时下一个重点关注的领域，而在针对成熟女性时，品牌应充分把握美妆护肤化的趋势。在精神层面，品牌不妨为产品附加更多的情感价值，比如增加定制或个性化元素，从而吸引消费者。”

——柴静彦，研究分析师

美容个护产品的香氛趋势 - China

“随着香氛趋势不断渗透个人护理和家居产品市场，更多香氛产品走进了消费者的生活。在过去，越来越多的品牌加入香氛赛道并通过叠加香味实现高端化，但这类举措在未来将会更加大众化。鉴于许多品牌已建立了香味创新的能力，为了进一步驱动高端化，品牌必须提供创新的香型，而不是借鉴香水品类的香型。同时，相比单纯依靠香味来获得增长，开发更多进阶功效更加关键。”

香水市场仍然前景广阔，因为消费者正积极探索，并且他们在不同场合表达个性和展示个人品味的意愿很强烈。然而，鉴于消费者要求通过独特性来彰显与众不同，这也给

香味创新带来挑战。为了保持领先地位，香水品牌需要利用不同香型下的小众元素，比如中药成分，以带来更多新的综合创作。此外，品牌也可以利用迷你香水进一步帮助消费者探索，并推广非社交场景的香水使用，以保持未来的强劲增长势头。”

— 蒋亚利，高级研究分析师

July 2022

Colour Cosmetics - Eye and Eyebrow - China

“Applying eye colour cosmetics has become both a regular makeup routine and a way of self-expression. On the product level, texture can be the next major focus in communication with consumers, especially young women, while the skinification trend can be harnessed when targeting mature women. On the spiritual level, brands ...

护肤美容服务 - China

“品牌若想在医美术后护肤市场占据一席之地，可将自己定位为医美手术后的补充角色，帮助延长医美手术的效果，并提供主打基础保湿和修复作用的高效护肤品，迎合消费者简约但精致的护肤理念。”

— 柴静彦，研究分析师

Format and Texture Trends in BPC - China

“Consumers’ pioneering spirit for trying new formats/textures is high and the passion is shared across the majority of consumers, offering room for manufacturers to explore the innovation opportunity. Brands could leverage the power and mildness of natural ingredients while focusing on good absorption features to boost perceptions of efficient ...

June 2022

Skin Beauty Services - China

Colour Cosmetics - Lip - China

“Upon high expectation of moisturisation claims, lip colour cosmetic brands need to solve the problem of drying out the lips and offer adequate moisturisation supported especially by technology innovations. Meanwhile, guiding consumers in identifying suitable shades is as crucial as offering colour shade diversity, which calls brands to weigh in ...

美容个护产品的形态和质地趋势 - China

“大多数消费者对新形态/质地跃跃欲试，热情高涨，为品牌提供了探索创新机遇的空间。品牌可利用天然成分的功效率和温和性，同时专注质地的易吸收特质，提高消费者对产品有效性的联想。品牌可借鉴医美概念，推出与功效挂钩的新形态/质地，以吸引年轻的“功效党”消费者。油类形态越来越受欢迎，品牌可通过解决不同肤质在这品类上的痛点，将该形态延伸至更多不同的品类。”

— 古丹阳，高级研究分析师

Fragrance Trends in BPC - China

“With the fragrance trend continuously penetrating the personal care and household care market, more scented products have entered consumers’ life. Having more players joining and adding layered scents worked as a trigger for premiumisation in the past, but it will be more mainstream in the future. To further drive premiumisation ...

皮肤管理 - China

Beauty and Personal Care Full - China

“To occupy the post-cosmetic surgery skincare market, brands can position themselves as a supplement after cosmetic surgery which can prolong the effects from cosmetic surgery, provide high efficacy skincare products focusing on basic hydrating and repairing, cater to consumers’ simplified but delicate skincare philosophy.”

– Jane Chai, Research Analyst

“除了日常的修护和维稳，问题肌消费者也寻求进阶护肤功效、整体皮肤健康解决方案以及彩妆产品中的敏感肌适用宣称。品牌可以考虑在治疗特定皮肤问题方面建立优势，扩展产品系列加入进阶产品，并将自己定位为整体美容品牌，通过提供生活方式解决方案实现由内而外地提升美。”

– 柴静彦，研究分析师

May 2022

美容成分认知 - China

“消费者热衷于通过了解成分来选择符合自己理想解决方案的美容个护产品。品牌若想打造一个引人注目的故事，除了讲述每种成分的功效，介绍成分之间相互作用产生效果的原理也很重要。展望未来，仅仅使用单一的明星成分已经不能满足消费者的护肤需求。品牌需要不断升级配方，明确成分之间如何相互作用，从而达到更佳的效果。”

– 靳尧婷，高级研究分析师

BPC Ingredient Knowledge - China

“Consumers are keen to learn about ingredients in order to select BPC products that match their ideal solutions. Alongside understanding each ingredient’s effects, the functional mechanism of their interaction is also important to build a compelling story. Looking ahead, using merely single heroic ingredients can no longer feed consumers’ skincare ...

Managing Skin Conditions - China

"In addition to daily repairing and stabilising, problematic skin consumers also seek advanced skincare benefits, holistic skin health solutions and suitability for sensitive skin claims in colour cosmetics products. Brands can think of building strength in treating specific skin issues, expanding product lines with advanced products, and positioning as a ...

March 2022

纯净美容消费者 - China

“随着越来越多的品牌加入纯净运动，中国纯净美容个护品牌需要跳脱出无添加和环保包装这类将在市场上失去优势的宣称。展望未来，品牌可以提高其包容性，并为关心各项事业的消费者提供切实的价值，从而说服该群体购买。例如，短期内品牌可以转而倡导某些生活方式，尊重消费者的价值观，并对其情绪健康产生积极影响，从而减少消费者的罪恶感和对环保的焦虑。”

February 2022

美容零售 - China

Beauty Retailing - China

“中国的零售格局持续发展，新玩家与新平台快速兴起。品牌需要有效地运营私域流量，为消费者提供个性化的产品推荐与实用的美容建议，并利用非美容类的信息满足消费者的情感需求，以此维持消费者兴趣并培育其品牌忠诚度。”

— 柴静彦，研究分析师

“China’s retailing landscape continues to evolve, with new players and platforms emerging quickly. Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty information to cater to consumers’ emotional needs, so as to retain consumer interest and cultivate ...

January 2022

The Green BPC Consumer - China

"With more brands participating in the green movement, green BPC brands in China need to think beyond free-from and eco-friendly packaging, with such claims set to lose their advantage in the marketplace. Looking ahead, brands can be more inclusive and provide perceptible values to cause-oriented consumers to convince them to ...