

July 2016

婴幼儿护理用品 - China

“婴幼儿用品市场在政府终结独生子女政策的背景下前景看好。尽管如此，随着竞争不断升级，保持消费者的忠诚度更具挑战性。更多国际新品牌进入市场，特别是通过在线渠道。中国的互联网原住民和精通社交媒体的妈妈们从来没有停止寻找最佳婴幼儿产品的步伐。创新不仅仅意味着引进新产品，同时也意味着增加新服务。”

- 陈文文，高级研究分析师

June 2016

Baby Personal Care - China

“The baby personal care market is looking promising along with the government’s end of one-child policy. That said, competition is escalating while maintaining consumers’ loyalty could be challenging. More new international brands are being introduced, especially via online retailers. Internet naïve and social media savvy mums in China never stop ...

May 2016

面膜 - China

“较低的价格和立竿见影的补水效果让面膜成为大多数中国女性日常美容护肤过程中必不可少的产品。鉴于较高的使用普及率，市场发展的下一步将是产品高端化和产品延伸。”

- 陈文文，高级研究分析师

Facial Masks - China

“The low unit price and immediate hydration have made facial masks an essential beauty routine for most Chinese women. Considering the high levels of usage, the next step in market development will be product premiumisation and product extension.”

- Wenwen Chen, Senior Beauty Analyst