

**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****Beauty Retailing - China**

“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 ...