

August 2023

彩妆 ——眼部和眉部 - China

“虽然面临挑战，但眼部和眉部彩妆品类仍可通过搭乘‘多巴胺美妆’趋势，以及将大胆的眼影色彩推广至更多日常使用场景，在2023年实现正增长。然而，作为着色属性最为强烈的品类，眼部和眉部彩妆可打造、引领和推广整体性的美的理念以及未来的时尚趋势，进一步拉动市场增长。”

Colour Cosmetics - Eye and
Eyebrow - China

“Although facing challenges, the eye and eyebrow makeup sector will still see positive growth in 2023 by riding on the dopamine beauty trend and promoting bold eyeshadow colours into more daily occasions. But as a sector that carries the strongest colouring characteristic, eye and eyebrow makeup will expect further growth ...

彩妆 ——唇部 - China

“在审慎消费的大背景下，唇部彩妆必须设法证明其价值，例如可提供更好的唇感、解决困扰消费者的唇部问题、进行全面的市場教育。同时，品牌可在新生活方式下重新定义自然妆感，引起消费者的共鸣。”

– 柴静彦，高级研究分析师

美容个护产品的香氛趋势 - China

“中国香氛市场在新冠疫情期间展现强劲韧性，预计在2023年稳定增长。该不断扩展的市场已不局限于产品香气的吸引力，也触及了文化身份认同、身心健康和情绪提振方面。品牌极有机会利用纯净配方、独特叙事和文化元素吸引消费者，进而培养用户对香氛的深切个人情感联结。”

– 古丹阳，高级研究分析师

July 2023

Colour Cosmetics - Lip - China

“In the context of intentional spending, lip colour cosmetics must prove their value by delivering better skin sensations, solving frustrating lip issues and conducting comprehensive market education. Meanwhile, brands can resonate with consumers by redefining natural makeup style under new ways of life.”

– Jane Chai, Senior Research Analyst

护肤美容服务 - China

“补水保湿和修复肌肤屏障是消费者的首要医美术后修复需求。但是，消费者自认为足够懂行，倾向于通过查看修复成分来判断产品功效，而不是依靠械字号和‘术后修复’宣称。非破皮类项目依然是利用频率最高的医美项目，因此术后产品市场可利用此类项目需要重复做的特性来招揽新用户，护肤品牌也可挖掘这一场景的修复需求。”

Fragrance Trends in BPC - China

“China's fragrance market shows remarkable resilience amidst COVID-19 disruptions, with steady growth projected in 2023. The market is expanding beyond the product's olfactory appeal, touching on aspects of cultural identity, wellbeing, and emotional enhancement. There is an evident potential for brands to engage consumers with clean formulations, unique ...

June 2023

Skin Beauty Services - China

美容成分认知 - China

Beauty and Personal Care Full - China

“The prioritized recovery needs for cosmetic surgery takers are hydration and repairing skin barriers. But consumers think they are savvy enough and tend to judge the product efficacy by checking repairing ingredients contained rather than relying on medical seal and for post-surgery claims. Non-invasive skincare procedures are still the most ...

美容个护产品的形态和质地趋势 - China

“消费者的眼光越来越敏锐；他们愿意花更多钱购买新颖质地/形态产品的同时，对功效和便利性也抱有相当高的期待。这意味着品牌需要在产品的感官质地、吸收速度以及配方的整日持久表现上进一步创新，以提供既能愉悦感官又能提振情绪的产品。”

— 古丹阳，高级研究分析师

“消费者对天然成分热情高涨，让制造商有机会探索是否会有机会用有效的天然成分替代有可能刺激皮肤的强效成分。品牌可利用天然成分安全温和的特性，同时向消费者普及其进阶功效。通过升级成分配方，针对满足混合性皮肤消费者的进阶护肤需求，也可帮助品牌建立未来增长机会。”

— 靳尧婷，高级分析师

Format and Texture Trends in BPC - China

“Consumers are becoming more discerning; while they are willing to pay more for the novelty of texture/format, their expectation on efficacy and convenience is also high. This calls for brands to further innovate on the texture sensory and absorption rate, as well as a formula's lasting performance through the ...

May 2023

BPC Ingredient Knowledge - China

“Consumers' enthusiasm for natural ingredients presents opportunities for manufacturers to explore the possibility of replacing effective natural ingredients as an alternative to stronger ingredients associated with potential irritation to skin. Brands could leverage the safety and mildness of natural ingredients while educating consumers on their advanced efficacy. Focusing on solving ...

April 2023

皮肤管理 - China

“除舒缓和维稳外，敏感肌适用护肤品也需要具备抗衰老和美白等进阶功效。品牌可利用专研成分或植物替代成分等特殊成分，来说服那些既想获得进阶功效，又希望产品温和不刺激的消费者。此外，当消费者遇到皮肤问题时，为他们提供精简护肤解决方案有助于鼓励消费者试用并吸引潜在用户。”

— 柴静彦，高级研究分析师

纯净美容消费者 - China

Managing Skin Conditions - China

“Besides soothing and stabilising, skincare products for sensitive skin also require advanced benefits such as anti-aging and whitening. Brands can leverage special ingredients, such as self-developed ingredients or botanical alternatives, to convince consumers who desire to achieve advanced benefits but enjoy the mildness of the products. In addition, providing consumers ...

“纯净美容作为一个概念，仍对消费者具有吸引力，尽管他们对于这个抱有疑惑。无论美容及个人护理（以下简称“美容个护”）品牌是否打算采用纯净美容定位，都需要切实留意在竞争空前激烈的市场中，确保自身在产品安全性和功效上具有足够的竞争力。”

– 蒋亚利，美容个护品类副总监

March 2023

The Green BPC Consumer - China

“Clean beauty, as a marketing term, still carries attractiveness to consumers despite remaining confusions about the meaning. No matter whether BPC brands position clean beauty or not, they need to be really mindful to ensure that they have competitiveness over product safety and efficacy in the ever competitive market.”