

March 2013

Men's Toiletries - China

“Men were ignored for a long time in the toiletries market. Fragrances and toiletries were not things usually associated with the traditionally macho image of a man in China. However demands on men's personal image have increased – due to climbing incomes and social and professional demands – and men ...

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防晒品 - China

随着经济水平的提高和西方科技、观念的浸染，中国消费者对自身的健康和外在的形象关注度越来越高，并且也有了更强的经济实力追求和满足这方面的需求。这强烈地驱动了个人护理产品品类，尤其是护肤品市场的增长。而在护肤品市场中，防晒化妆品的表现更加抢眼，其近年来的销售增长率超过了总体护肤品市场的增长，成为了护肤品市场中的明星品类。

彩妆品 - China

“在中国，女性化妆品历史悠久，可以追溯到几千年前。京剧中的女艺人所化的浓妆就是传统中式风格女性妆容的最好例证。但是，自从1949年起，尤其是1966到1976年间的文化大革命时期，女性化妆被谴责为腐朽的资本主义行为。直到1978年中国实行改革开放后，化妆才再次风靡起来。如今，中国都市中的大多数女性只有在出席一些特殊场合的时候，才会化妆，并且多以淡妆为主。但是总的来说，从事相关服务性行业及工作或者职业的中国女性如今需要带妆上班。”

December 2012

男士护理品 - China

“在中国护理品市场上很长一段时间，男性是一个被忽略的角色。在中国传统男人的词典里，男人似乎只与‘悍马’，‘牛仔’相近，而与‘香水、护理品’无关。然而进入21世纪后，随着中国人均收入水平的提高，日常社交、生活和工作的需要，男性消费者对于个人形象的要求也逐渐提升。这个被忽略的性别角色一下走到护理品舞台的聚光灯下，成为名副其实的男主角。

Suncare - China

“The suncare segment has been a star performer in the skincare market for the past few years with sales growth consistently outstripping the beauty and personal market as a whole. As they get richer and are increasingly exposed to Western technology and ideas, Chinese people are paying more attention to ...

Make-up and Colour Cosmetics - China

“Make-up for women has a long history in China, tracing back to thousands of years ago. The traditional style of Chinese make-up for women is best exemplified in classic Beijing Opera, where both actors and actresses wear heavy make-up when they perform. However, since 1949, especially during the Cultural Revolution ...