

September 2019

面部护肤品 - China

“面部基础护肤品的使用率比2017年时有所上升，其中洁面产品和面部防晒的使用率增幅更大。尽管这些不是精华等高价产品，但洁面产品仍有着高端化的契机，洁面产品可提供更多高阶功效，例如为成熟女性提供抗衰老功效和为年轻女性提供舒缓功效。”

– 蒋亚利，高级研究分析师

防晒产品 - China

“防晒品市场正在飞速发展，并且消费者越来越精明，他们的需求正在从高SPF/PA系数，逐渐演变为由先进科技和高级成分带来的强效防晒效果。对于企业来说，未来的发展机遇在于：满足消费者的升级需求，需求包括宣称成分天然且容易清洁的更安全的产品；以及在提供适合不同场合的SPF/PA值之外，还能提供全面的强效防护；并开发细分产品线，以适应在任何场合随时随地的使用。”

– 尹昱力，初级研究分析师

Sunscreen Products - China

“The market is experiencing fast growth and consumers are becoming savvier and their needs are evolving from high-index SPF/PA to strong protection results delivered by advanced technology and ingredients. Future opportunity lies in meeting consumers' trade-up demand for safer products boasting natural ingredients and ease of removal, offering comprehensive ...

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Bodycare - China

“Bodycare is less likely to be considered as essential when compared to other beauty and personal care categories, therefore this market relies on product innovations to draw consumer attention and drive trial and usage. Incorporating added benefits, ingredients or formats that are typically seen in facial skincare into bodycare can ...

Facial Skincare - China

“The usage rate of basic facial skincare products has increased compared to 2017, with more uptrends seen in facial cleanser and sun care products. Although they are not high-priced products like serums, premiumisation opportunities exist for facial cleanser by offering more advanced benefits like anti-aging for mature women and soothing for ...

身体护理用品 - China

“比起其他美容及个人护理品类，消费者不太认为身体护理是必需品，因此该市场依赖于产品创新，以吸引消费者的注意力，带动尝试和使用。将面部护肤品中的常见功效、成分或质地引入到身体护理中，能帮助品牌提升参与度和销售。”