

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 ...

February 2013

零售药店 - China

中国药品市场巨大，也许是世界上最大的市场，但却被限制政策、价格上限、假药盛行所困扰，所有这些都令此市场无法真正发挥其潜能。而市场高度分散也意味着一直到最近，一些主要的连锁零售药店都无法占据一定规模的市场份额。

January 2013

婴儿护理 - China

“根据中国国家统计局的数据，2011年中国约有七千一百万0-4岁的儿童，约占人口总数的5%。

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 ...

护肤品 - China

“在过去的十年中国护肤品产业有了巨大的发展。目前，中国的护肤品市场是仅次于日本的全世界第二大市场。并

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者或者职业的中国女性如今需要带妆上班。”

且由于尚未被完全开发，该市场仍具有巨大的发展潜力。城市中产阶级的可用收入增长迅速，而且13亿人口提供了一个巨大的消费者群体。这些巨大的变化都归结于过去的三十年城市化和工业化给中国带来的经济增长。

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。

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 ...

October 2012

Skincare - China

“The Chinese skincare industry has experienced tremendous growth in the past decade. At present, the country’s skincare market is the second largest worldwide after Japan. Yet, there is still huge growth potential because of its largely untapped nature. Disposable income among the urban middle class has been increasing rapidly, and ...

Baby Care - China

“According to China’s National Bureau of Statistics, there are around 71 million children aged 0-4 in 2011, accounting for almost 5% of the total population. China’s baby care market was worth RMB 3,837 million in 2011 and is expected to reach RMB 6,497 million in 2017 with a ...

September 2012

Deodorants - China

“The Chinese deodorant market has seen double-digit growth rates year-on-year from a small volume base over the course of more than a decade, with more and more manufacturers and brands entering the market. However, China’s per capita consumption of deodorants (US\$0.07) has remained one of the smallest in ...

Bath and Shower Products - China

“The soap, bath and shower (SBS) market in China has enjoyed steady growth over the past six years and this trend of around 10% CAGR is expected to continue for the next five years. In the past 20-30 years, there have been drastic improvements in public showering and bathing facilities ...

Pharmacy Retail - China

“China is a massive pharmaceuticals market, perhaps the biggest in the world, but it is dogged by invasive regulation, price-capping and the widespread penetration of fake drugs, all of which combine to inhibit the industry from reaching its true potential. A high degree of fragmentation in the market also means ...

August 2012**Perfume and Fragrances - China**

“Prior to the 1980s, it was very uncommon to see any ownership or usage of fragrance in China and it was only in the early 1990s that fragrance started to become commonly owned and used. Over the last 20 years, the Chinese fragrance market has risen from practically nothing to ...

Oral Hygiene - China

“The oral health market in China has improved over the years, but still needs to catch up with that of more developed countries. Neither the availability of dental infrastructure nor the dentist to population ratio is sufficient to cater to the population’s dental care needs. Therefore, oral care manufacturers, are ...

July 2012**Supermarkets and Hypermarkets
- China**

“In trying to understand just how rapidly the modern grocery sector has grown in China, it has to be realised that all of the approximately 50,000 supermarkets and hypermarkets that now exist in China have appeared within a single generation, or less than 25 years. China is now the ...

Haircare - China

“Over the last two decades, China’s hair care market has grown into one of the world’s largest, but is now experiencing smaller digit value growth, despite the continued rapid economic growth of the country. Historically, shampoo has dominated this market, both in terms of value sales and also in levels ...