

May 2015

婴幼儿尿片和湿巾 - China

“从全球新产品开发的趋势和消费者对不同国家的婴儿纸尿裤和湿巾的偏好习惯为商家对妈妈们对婴儿纸尿裤和湿巾产品的特定元素和成分的偏好提供了重要的提示多样化的婴儿湿巾产品适用于多种新的清洁场合，将在不远的将来吸引更多新的消费群。另外，质量保证和专业服务将帮助母婴用品专卖店成功赢得购买婴儿护理产品的妈妈们的芳心。”

– 刘欣琪，研究分析师

April 2015

美容零售 - China

“随着O2O模式兴起,中国美容产品零售市场的供应端和需求端都在快速发展。

供应端方面,科技巨头深入零售市场,大型美容连锁店在低线城市扩张。需求端方面,消费者出现了社交购物行为,对促销活动,对新科技充满兴趣。为了更全面的覆盖市场,线上和线下渠道的整合已成必然。同时,美容品牌需要整合社交网络、品牌建设和购物从而提供一体化的体验。”

– 陈文文,高级研究分析师

March 2015

Beauty Retailing - China

“The China beauty retailing market is evolving fast with both supply and demand side driven by the online-to-offline movement.

Nappies and Baby Wipes - China

“When it comes to baby care-related matters, safety remains the top concern for mothers. Seemingly a simple formula, brands are making extra efforts to optimise purity and natural-focus in product ingredients and scents as a way to rebuild consumer confidence. As opposed to added benefits such as nourishing skin provided ...

February 2015

美发产品：造型和染发用品 - China

“品牌需要在产品和包装上锐意创新，从而打造新的消费场合。这不仅意味着为特殊场合设计专用产品，如婚礼、鸡尾酒会、约会，也包括能增加使用频率的新品，如便于消费者在日间随时使用和补用的产品。”

Hair Beauty Products - Styling
and Colourants - China

“Brands need to continue product and packaging innovations to create new consumption occasions. This not only means hair beauty products for special



Beauty and Personal Care - China

— 陈文文，高级研究分析师

occasions such as weddings, cocktail parties, dates nights out, but also increasing usage frequency through anytime application and re-application during the day.”