

October 2018

婴幼儿护理用品 - China

“婴幼儿数量增多以及产品使用频率提高将推动市场增长。但由于缺乏消费者教育和品牌差异，消费者往往会感到无从下手。家长最关注婴幼儿的使用感受和皮肤问题；证明安全性始终是品牌的任务重心。”

– 周文棋，研究分析师

男性美容护理流程 - China

“男性面部护肤品市场年同比增长稳定，因为外貌保养的重要性得到了男性的广泛认可。但由于男性整体上产品使用频率低，护肤流程简单，品牌首先需要做出更多努力帮助男性建立日常的护肤流程，增加核心产品的使用频率，然后再推出更小众的男性产品，比如化妆品。”

– 李玉梅，高级研究分析师

September 2018

Baby Personal Care - China

“The increasing baby population and more frequent usage will fuel the market growth. However, lack of consumer education and brand differentiation leads to consumer confusion. Babies’ feelings and skin issues matter most to parents, and proving safety is always the priority for brands.”

– Vicky Zhou, Research Analyst

Men’s Beauty and Grooming Routines - China

“The men’s facial skincare market achieved stable year-on-year value growth as the importance of appearance maintenance is widely acknowledged among men. But given men’s overall low usage frequency and simple routines, brands need to make more efforts to help men establish regular skincare routines and drive usage frequency of core ...

女性美容护理流程 - China

“中国女性在面部护肤品上的投资意愿日益增强，这促使她们换用更高价的品牌，加入更多的护肤步骤，特别是之前的小众品类。下一步可以是基于季节、皮肤状况或日夜场合扩充更多的细分护肤品，从而刺激体验试用和多种类产品使用。”

– 李玉梅，高级研究分析师

August 2018

Women's Beauty and Grooming Routines - China

“Chinese women are increasingly willing to invest in facial skincare, leading them to switch to higher-priced brands and adopt more steps into their routines, especially previously niche categories. The next steps could be expanding more segmented skincare products depending on the season, skin conditions, or used in the daytime and ...