

## December 2020

## 面部清洁和卸妆产品 - China

“2020年，新冠疫情对中国洁面和卸妆产品市场造成了短期冲击。但放眼未来，随着消费者更加了解自己的皮肤状况，他们会一如既往地追求天然、安全和呵护型洁面和卸妆产品，这将促使品牌改进配方、调整沟通策略，以更好地迎合消费者不断变化的护肤需求。”

— 尹昱力，研究分析师

## November 2020

## 身体护理用品 - China

“其他美容与个人护理品类的产品视觉效果更重要。而身体护理产品与此不同，非常依赖个人使用感受。因此，推出让消费者有良好皮肤感受的产品至关重要。沐浴产品与身体护理产品有相似的润肤功效，两者竞争激烈。身体护理产品品类需注重创新，提供沐浴产品品类很难达到的额外功效，如美白和抗衰老，并且借用面部护肤潮流中的明星成分和概念，满足消费者的精细需求。”

— 靳尧婷，研究分析师

## Bodycare - China

“Unlike other BPC categories where visuals are more important, bodycare relies strongly on personal usage feelings, which is why launching products that reassure consumers of a good skin feel is essential. Facing fierce competition from shower products that can deliver similar skin benefits of moisturising, the bodycare category needs to ...

## October 2020

## 男士面部护肤品 - China

“男士面部护肤品市场已踏上增长转型之路，男性消费者呈现两极化趋势。部分男性已开始拓展护肤流程，使用从面膜到面部防晒等种类更丰富的面部护肤品。同时，越来越多的男性仍然难以理解面部护肤的必要性，并在过去几年退出了该品类。”

— 李玉梅，高级研究分析师

## 对日韩美妆的态度 - China

Facial Cleansing and Makeup  
Removal Products - China

“COVID-19 has had a temporary impact on the growth of the facial cleansing and makeup removal markets in China in 2020. However, looking forward, the trends of natural, safe, and caring cleansers and removers will sustain, encouraging brands to enhance their formulation and communication to better suit consumers' shifting and ...

## Men's Facial Skincare - China

“The men's facial skincare market has embarked on a journey of growth transformation, with male consumers polarising. Some men have started to expand their routines with a wider range of facial skincare products, from facial masks to sun care products. Meanwhile, a growing proportion of men are still struggling to understand ...

“日韩美妆品牌被认为是专业的、高科技的，这合理化了它们在中国市场的高端定价，满足了消费者的升级需求。虽然韩国美妆品牌被认为是有趣、年轻而时尚的，但其面临着中国美妆品牌日益增长的威胁。中国品牌的价格定位与韩国品牌相似，另外，消费者的本土情怀上升，在新冠疫情期间尤为明显，中国品牌借此得到了消费者的支持。”

— 金乔颖，品类总监

## September 2020

### 孕期个人护理产品 - China

“妊娠纹和皮肤松弛是孕期和哺乳期最容易出现的皮肤问题。品牌有必要提供有效的解决方案，帮助肌肤回归孕前状态，提高消费者的自信。消费者在孕期仍看重外在形象，所以品牌的市场机遇在于推出丰富齐全的美妆护理产品系列，采用天然成分配方突显安全性，从而吸引消费者购买更多子品类产品，并鼓励其消费升级。”

— 靳尧婷，研究分析师

### Attitudes towards J-beauty and K-beauty - China

“J-beauty brands are perceived as professional and hi-tech, helping justify their premium pricing in the China market and meet consumers' demand for trading up. While K-beauty brands have an image of being fun, youth and fashionable, they face a rising challenge from C-beauty brands, which have a similar price positioning ...

### 彩妆 - China

“由于新冠疫情期间彩妆使用需求更少，彩妆消费暂时停滞。但是，得益于消费者对美的刚需，以及长期内对此的广泛热忱，彩妆市场仍能迅速恢复。品牌要抓住机遇，需以加强的视觉和情感吸引力来打造产品，鼓励购买；扩大产品对不同年龄群体的适用性，并激发创造力；打造适用于消费者的使用场景的产品；以及通过全渠道推出符合消费者需求的产品与服务，从而提升品牌吸引力和消费者忠实度。”

— 尹昱力，研究分析师

### Personal Care Products During Pregnancy - China

“During both pregnancy and the lactation stage, skin concerns such as stretch marks and loose skin are the most likely to occur and it is essential for brands to offer effective solutions that can help to restore skin back to its pre-pregnancy stage and elevate confidence. Appearances still matter during ...

## August 2020

### Colour Cosmetics - China

“COVID-19 put a temporary stop on the colour cosmetics consumption due to less usage needs during outbreak. However, the market remains resilient thanks to consumers' rigid beauty demand and widely spread enthusiasm in the long term. Opportunities lie for those brands which could build products with enhanced visual and emotional ...