

April 2019

口腔清洁- 中国 - China

“高端化趋势继续对口腔清洁市场产生影响。在产品使用与知识积累方面，消费者的口腔健康意识不断提升。电动口腔护理产品不仅带来更先进的功能性效果，还与提高生活质量有关。中草药牙膏品牌应继续在中草药成分上面下功夫，特别是名贵中草药成分，以证明它们对缓解口腔问题有效果。”

— 周文棋，研究分析师

March 2019

Oral Hygiene - China

“The premiumisation trend continues to influence the oral hygiene market with consumers’ awareness of oral health in terms of both product usage and knowledge accumulation sides. Electric oral care products not only bring more advanced functional results, but also an association with better life quality. TCM toothpaste brands should keep ...

洗发护发产品 - China

“要区别于发膜等其他头发护理产品，免洗护发精油不能局限于修复功能。免洗护发精油可以利用其使用方便快捷的优势，来扩展使用场合，宣传更多高阶功效，比如在外出时维持头发造型和紫外线防护。”

造型和染发用品 - China

“国际品牌仍占主导，但本土品牌开始通过线上平台兴起并获得关注。消费者追求产品的安全与健康，因此品牌纷纷加码对天然成分市场教育的竞争。无论是在产品形态还是使用目的方面，一次性美发产品都应搭乘美妆市场的趋势。”

Haircare - China

“The haircare category in China, though becoming more saturated in terms of penetration, has maintained steady growth in recent years, mainly driven by strong new product launch activities that keep consumers engaged and drive trading up. While consumers’ top hair concerns and needs remain unchanged, eg anti-dandruff, there is a ...

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Hair Colourants and Styling
Products - China

“While international brands still dominate, local brands have started to emerge and gain attention through online platforms. Consumers’ demand for safety and health has given rise to competition based on education around natural ingredients. Temporary hair beauty products should leverage trends in the colour cosmetics market, both in terms of ...