

## May 2021

## 口腔护理 - China

“口腔护理的意义不仅在于保持清洁，也是人们健康和美容流程中至关重要的一部分。一方面，口腔护理产品需要与消费者的整体健康联系起来，扩大其使用范围，针对更多的口腔问题；另一方面，牙齿外观变得与口腔健康同样重要，这带动了牙齿美白产品的增长。从包装到成分，口腔护理产品都可以借鉴美妆行业的趋势吸引消费者，但仍需要更多市场教育。”

- 李玉梅，副总监

在这篇报告中我们探讨了以下议题：

## April 2021

BPC Ingredient Knowledge -  
China

“The competition over BPC product efficacy is now intensified to the ingredient level. With branded channels, third-party platforms and professional KOLs shaping keen consumers' ingredient knowledge, ingredient positioning can be designed from various aspects – naming, communicating, and segmentation to better resonate with consumers who are growing savvy.”

- ...

## March 2021

## Oral Care - China

“The importance of oral care is not just about maintaining hygiene; it's a crucial part of people's health and beauty routines. For one thing, oral care products could be positioned more holistically in relation to health and expand their territories to treat more oral health issues; for another, the appearance ...

## February 2021

Hair Colourants and Styling  
Products - China

## 美容成分认知 - China

“美妆与个人护理产品的功效之争愈演愈烈，现已上升到成分层面。随着品牌渠道、第三方平台和专业KOL（关键意见领袖）正塑造消费者敏锐的成分认知，品牌可从不同角度设计成分定位，比如在命名、宣传和细分上下功夫，从而更好地与日渐成熟精明的消费者产生共鸣。”

- 尹昱力，研究分析师

## 造型和染发用品 - China

“疫情期间，染发用品市场比头发造型用品市场更具韧性。但消费者对发色的喜好已从去年的鲜艳色彩迅速转变为如今的自然色。虽然消费者的喜好有所改变，但更安全和天然的解决方案仍是核心诉求。从头发造型产品来看，不受疫情担忧的影响，消费者仍然将更复杂的造型需求交给美发师打理。这将需要家用美发造型产品提供效果显著的解决方案，让头发看起来更健康，从而与护发用品品类竞争。”

- 靳尧婷，研究分析师

## 洗发护发产品 - China

“消费者越来越关注洗护发产品的功效，其中护理功效最受关注。消费者认为健康的头皮与更好的发质相关，并且有兴趣保持头皮/头发长期的健康，因此，头皮护理未来的机会在于走出防脱发，大胆融入到其他护理功效的从头皮到发尾的护理故事；突破即时的护理效果，转而修复和维护头皮/头发的长期整体健康提供解决方案。”

- 尹昱力，研究分析师

## Haircare - China



## Beauty and Personal Care - China

“The hair colourants market has been more resilient than the styling market during COVID-19. But consumers’ colour preference has shifted rapidly from vibrant colours which were in last year to more natural colour today. Despite the changes, safer and natural solutions remain the core needs. As for styling products, consumers ...

“Consumers are growing into function driven for haircare products, where caring features are taking the lead. As consumers associating health scalp to better hair conditions and interested in maintaining long-term scalp/hair healthiness, the future opportunities of scalp care is to go beyond anti-hair loss and boldly blend into other ...