

## January 2020

## 洗手洗浴用品 - China

“沐浴和泡澡在现代消费者日常生活中的分量日益加重。沐浴或泡澡的目的不再仅仅是清洁，而是会凭借有护肤功效的泡澡/沐浴产品成为消费者护肤流程的一部分，并且搭乘芳香疗法之势，成为一种放松和提升整体健康的方式。”

— 李玉梅，高级研究分析师

Feminine Hygiene and Sanitary  
Protection Products - China

“Savvy consumers are propelling market evolution with their attention to health and wellness and driving an expedited innovation cycle with their limited brand loyalty. R&D is primarily focused on expanding the dimensions of product features, to develop products with dedicated cuts and designs for segmented occasions and needs, and to ...

## December 2019

Soap, Bath and Shower Products -  
China

“Showers and baths play an increasingly important role in modern consumers' daily routines. The purpose of taking a shower or bath is moving beyond just cleaning, and is becoming part of their skincare regimen with inclusion of skincare benefits in shower/bath products, and as a means of relaxation and ...

## Attitudes towards Beauty - China

“Consumers' desire for and pursuit of a better facial appearance is reflected in their increased usage of beauty products and services across different categories over the last year. Cosmetic surgery, including both skincare services and real surgeries, is considered to offer concrete results in improving facial skin. As consumers get ...

## November 2019

## 美容仪器 - China

## 女性清洁卫生用品 - China

“精明的消费者通过对健康和养生的关注推动市场演变，并以有限的品牌忠诚度加速创新周期。研发主要集中于增加产品特质的维度，以针对不同场合和需求开发专门剪裁和设计的产品，并更好地满足消费者对自然、安全、清洁和呵护特质的具体且多样的消费升级需求。”

— 尹昱力，初级研究分析师

## 对美容的态度- 中国 - China

“过去1年中，消费者在不同品类的美容产品和服务的使用率皆有所提升，从中可见消费者对更完美容貌的渴望和追求。医美，包括护肤服务和真正的整形手术，被视作能实际有效改善面部皮肤的方法。由于消费者越来越看重护肤和化妆的效果，并日渐更了解护肤和化妆，他们对医美的利用率预计在近期将出现增长，包括基于医美概念的产品。”

— 蒋亚利，高级研究分析师

## 婴幼儿护理用品 - China

## Beauty and Personal Care Full - China

“消费者不再将美容仪器仅视为家用版的皮肤护理或医美。如今，她们希望美容仪器能与护肤产品配套使用，构成一套全面的皮肤问题解决方案。她们非常信任美容仪器的权威认证和专业性，积极尝试先进技术和美容创新。预计在这一市场中，美容仪器、护肤产品和技术之间将进一步深入合作，提供更明显、更立竿见影的效果。”

“由于2019年新生儿数量下降，婴幼儿护理用品市场的增长多由高端品类驱动。鉴于消费者对产品有着更高的需求，并且更愿意在高品质产品上花钱，品牌可把握机遇进行高端化，并凸显成分宣称和认证，以证明安全性。虽然无伤害认证在中国市场不常见，但消费者认为该认证与安全的产品形象紧密相关，说明今后这或成为一大竞争领域。”

— 周文棋，研究分析师

October 2019

### Baby Personal Care - China

“After fewer new births in 2019, the market has become driven more by the high-end of the sector. Given consumers' higher demand for products and greater willingness to spend on high-quality products, brands need to seize the opportunity to go premium and highlight ingredient claims and certifications to prove safety ...

### Beauty Devices - China

“Consumers no longer only adopt beauty devices as at-home versions of specific skin treatments or cosmetic surgeries. Nowadays, they are seeking beauty devices to cooperate with their skincare products and form an all-around solution to their skin problems. They place great trust in authentication and professionalism, and endeavouring in trying ...