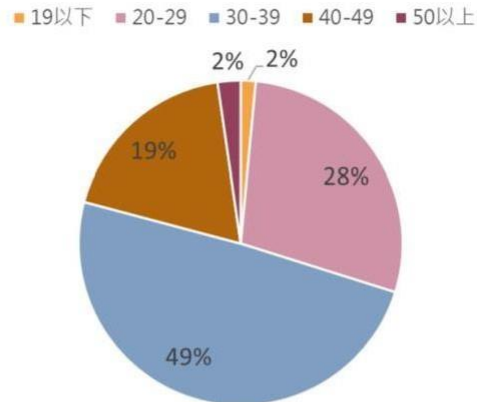


## I. Beauty Trends in the First Half of 2022

消費者輪廓描述：年齡



消費者輪廓描述：膚質



### 以下特別關注

30歳

以上特別關注

## 凝膠

乳霜

精華油

## 身體乳霜

30歲以下關注凝膠效果Tag



30歲以上關注乳霜效果Tag



30歲以上關注精華油效果Tag



30歲以上關注身體乳霜效果Tag



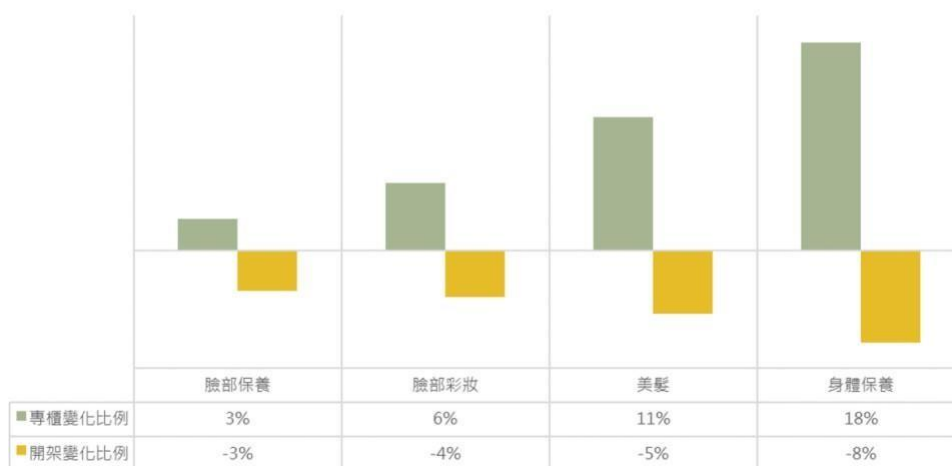
## The latest trends in the beauty market

Significantly increased attention compared to the same period last year, include:

#改善膚況Improving skin condition、#修護Repair、#舒緩Soothing: skin instability caused by wearing masks.

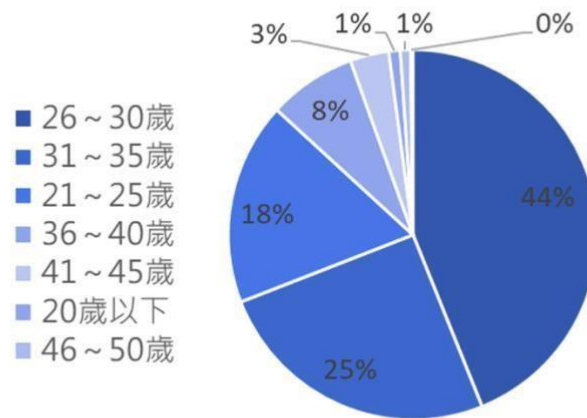
#改善細紋(抗老保養) Improving fine lines (anti-aging care) #改善乾燥Improving dryness; increased interest in eye care and cream-type products #提亮妝前Brightening pre-makeup #強韌髮品 Hair strengthening products

從通路觀察，各大屬性幾乎都是專櫃聲量增加，開架聲量則大多為減少狀態。  
細看其中，消費者相較過往更重視儀式感、香氣療癒，保養更加偏向精緻化，進而選擇專櫃品牌產品。

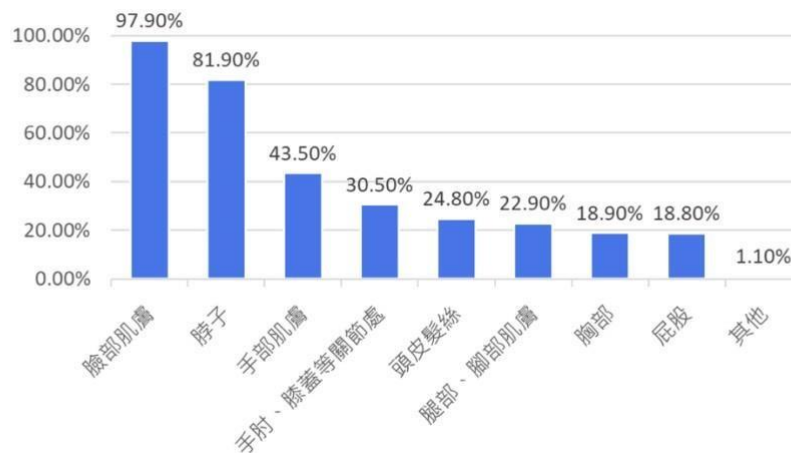


The pandemic has caused a shift in consumer shopping habits. In most categories, there has been an increase in attention towards counter brands, while drugstore brands have generally seen a decrease in attention. Upon closer inspection, consumers now place more emphasis on the ritualistic aspect and aromatherapy of products. Skincare has become more sophisticated, leading to a preference for counter brand products. It is speculated that counter brands will continue to maintain high attention in the near future.

## II. Anti-Aging Skincare

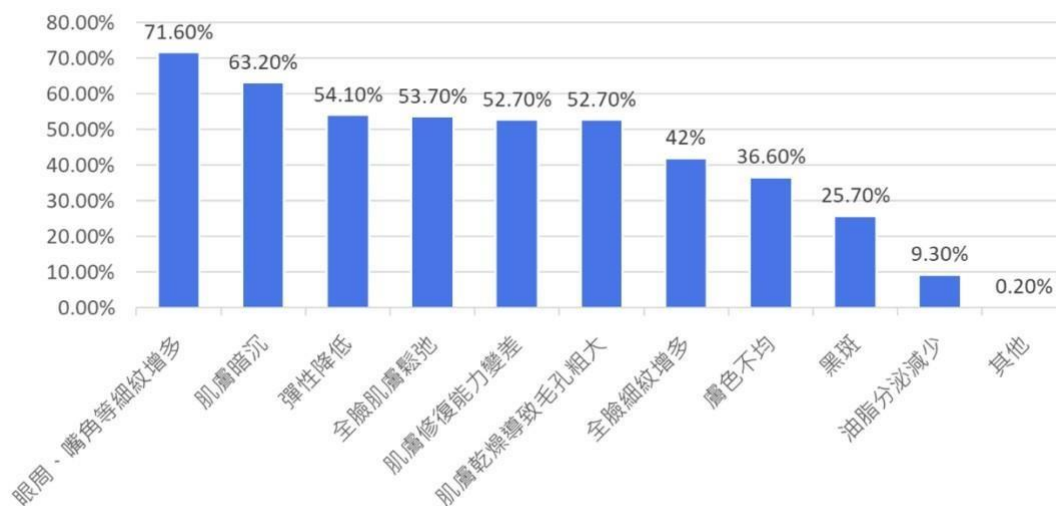


The growth of skin tissue generally stops around the age of 25. Along with external environmental factors and psychological stress, signs of aging begin to appear in the skin. When promoting anti-aging products, brands should not only target older age groups with their messaging. Instead, they can start communicating with younger age groups to expand brand awareness.



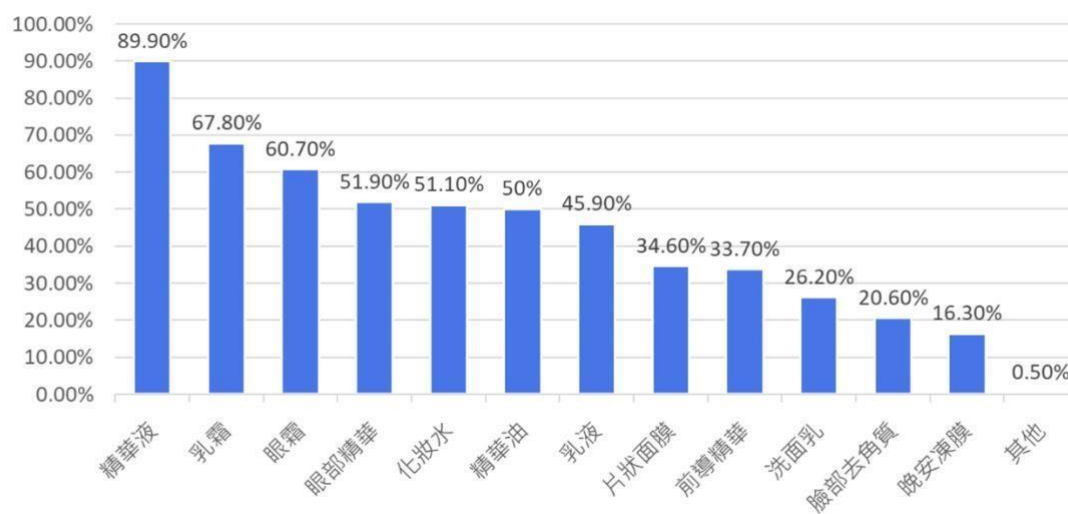
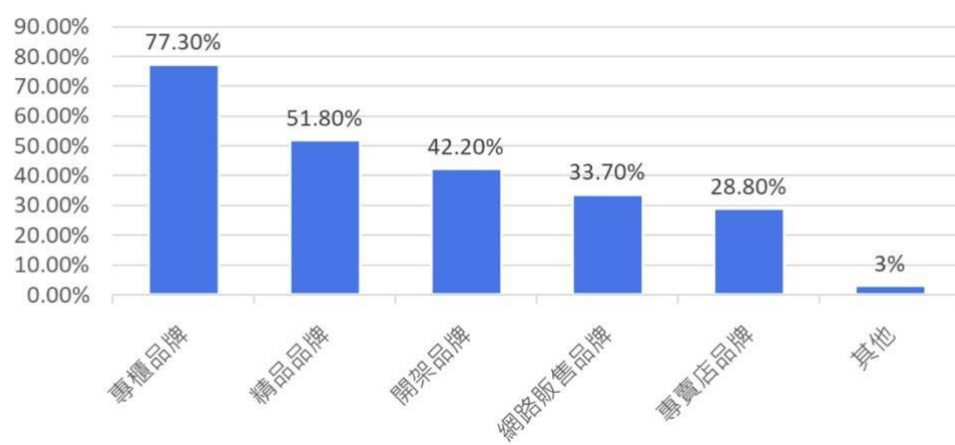
Almost all consumers place great importance on the issue of facial skin aging.

## Preferences and habits in the use of facial anti-aging skincare products.



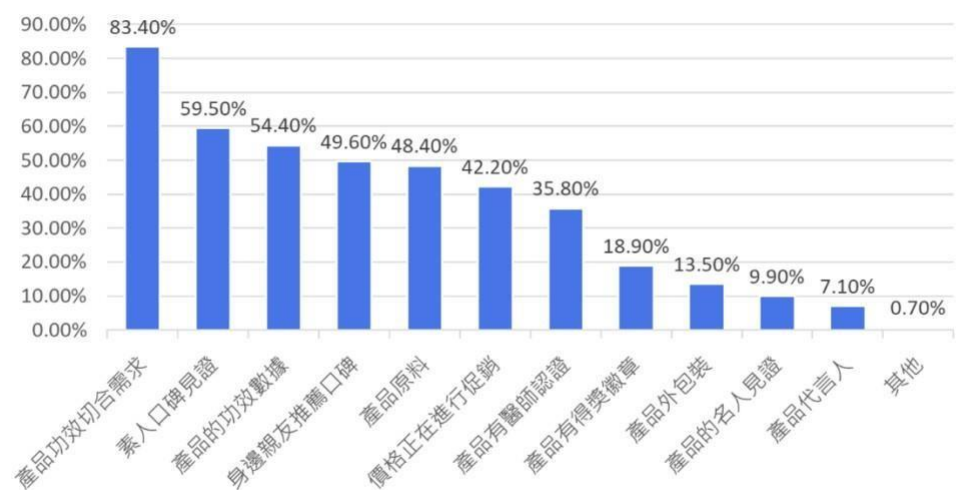
The most prominent facial skin aging concerns among consumers are: the increasing number of fine lines around the eyes, mouth, and forehead, and skin dullness, troubling 71.6% and 63.2% of consumers, respectively. Other closely ranked skin concerns, each troubling between 54% and 52% of consumers, include reduced elasticity, overall skin sagging, diminished skin repair ability, and enlarged pores due to skin dryness. These issues are also key anti-aging concerns for consumers.

When discussing facial anti-aging, it's essential to mention the fine lines and wrinkles that increase with age. Generally, the most concerning areas for consumers are, in order of concern, nasolabial folds (59.3%), under-eye bags/tear troughs (54.4%), and neck lines (53.6%). Looking specifically at the eye area, besides under-eye bags and tear troughs, crow's feet (46.1%) also receive significant attention from consumers, while concerns about drooping at the outer corners of the eyes and drooping eyelids are less prominent.



Survey results show that 89.9% of consumers purchase serums with anti-aging claims, followed by creams. Eye creams and eye serums are also key purchases in the anti-aging skincare category. Surprisingly, anti-aging toners have also gained consumer attention and are considered a mainstay product in the anti-aging skincare regimen.

In terms of pricing, overall, the purchase amount for anti-aging products generally falls between 1,000 and 2,999 units of currency. The amount spent on eye care, creams, and serums tends to be higher, while the amount spent on toners is somewhat lower. Seventy percent of consumers indicate that they usually consider purchasing counter brand anti-aging products, with 51.8% opting for luxury brands and 42.2% for drugstore brands. This indicates a consumer tendency to spend more on counter or luxury brand products for anti-aging needs.



The most favored ingredients in anti-aging products are peptides, known for their ability to penetrate deep into the skin and restore youthful elasticity. They are recognized and liked by 65.1% of consumers. Following peptides, retinol (Vitamin A derivative) is also very popular, as are Vitamin C and Vitamin E, which are known for their abilities to delay aging and improve sallow complexions. Brands developing new products or marketing existing ones can benefit from focusing on these ingredients, as they are well-received by consumers.

For acquiring information about anti-aging skincare products, consumers primarily turn to beauty and skincare information websites (like @cosme), online beauty forums (like PTT, Dcard), and word-of-mouth/recommendations from friends and family. The main factor influencing the purchase of anti-aging skincare is whether the product's effects meet individual needs. Consumers also tend to prefer products with grassroots endorsements (like @cosme reviews) and those backed by efficacy data.

Consumers are increasingly focusing on anti-aging care, with 44% believing it's important to start focusing on anti-aging between the ages of 26 and 30. In facial anti-aging care, 71.6% are concerned about increasing fine lines around the eyes, mouth, and forehead. 89.9% of consumers purchase serums with anti-aging claims, and there's a tendency to spend more on counter and luxury brand anti-aging products. Recently, peptides, retinol, and Vitamin A derivatives are popular ingredients in anti-aging care. For body care below the neck, hand care is a priority, and consumers also invest in body lotions.

The top three channels for information on face and body anti-aging care are beauty and skincare information websites, online beauty forums, and word-of-mouth/recommendations. The main factor in purchasing anti-aging care is the product's ability to meet individual needs, and consumers prefer products with grassroots endorsements and efficacy data support.

### III. Brand Comparison

#### 2022 "Anti-Aging Care" and "Creams" Netizen Recommendation Rankings

<https://www.cosme.net.tw/tags/553/ranking>

#1 Lancôme Absolue Precious Cells Rose Lotion

#2 Shiseido Benefiance WrinkleResist24 Day Cream

Product	Lancôme Absolue Precious Cells Rose Lotion	Shiseido Benefiance WrinkleResist24 Day Cream	DV TOKYO Deep Sea Glacier Water Cream
			
Customer			



<b>Anti-Aging Ingredients and Key Benefits</b>	Golden Rose Instant Effect Formula	<ol style="list-style-type: none"> <li>1. Super Bio-Hyaluronic Acid: Hydrating</li> <li>2. Anti-Aging Yeast Extract: Softening and plumping</li> <li>3. Rose Apple Leaf Extract: Diminishing fine lines</li> </ol>	Perfectin <ol style="list-style-type: none"> <li>1. Himalayan Snow Lotus: Firms the skin.</li> <li>2. Alpine Snow Algae: Delays aging.</li> <li>3. African Shea Butter: Moisturizing and hydrating.</li> <li>4. Golden Jojoba Oil: Balances oil and water in the skin.</li> </ol>
<b>Pain Points</b>	<ol style="list-style-type: none"> <li>1. Not suitable for oily or combination skin; too oily and can lead to closed comedones and acne.</li> <li>2. The texture is thick and heavy.</li> <li>3. Not sufficiently moisturizing or hydrating.</li> <li>4. The price is not very affordable.</li> <li>5. Contains too many dyes and</li> </ol>	<ol style="list-style-type: none"> <li>1. Not suitable for oily skin; the texture is thick, oily, and sticky, which can suffocate the skin.</li> <li>2. The price is not very affordable.</li> <li>3. Has a scent that some might associate with an older generation.</li> <li>4. Does not seem to effectively smooth out fine lines.</li> </ol>	<ol style="list-style-type: none"> <li>1. Not suitable for oily skin, as it can suffocate the skin and cause facial oiliness.</li> <li>2. Not suitable for dry skin, unable to provide long-lasting hydration.</li> <li>3. For combination skin, oily areas may develop acne, while other areas might become dry and peel.</li> <li>4. Provides only basic hydration without any beautifying</li> </ol>

	fragrances, leading to a complex list of ingredients.		effects. 5. The price is not considered affordable.
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I am so Sorry! Translating Chinese into English, the format will be a little disorganized.....

## Brand Strategy Comparison

1. Transmitting Core Concepts to Consumers: Inform consumers that a single product cannot meet all skincare needs. The role of a cream is to moisturize the skin, and it cannot achieve its full effect without being paired with other products.

絕對完美保養全系列

STEP 1 > STEP 2 > STEP 3 > STEP 4 > 急救時刻

修護露 眼霜 永生活萃 玫瑰霜 光速安瓶



STEP 1	STEP 2	STEP 3	STEP 4	急救時刻
修護露	眼霜	永生活萃	玫瑰霜	光速安瓶
蘭蔻絕對完美黃金玫瑰修護露	蘭蔻絕對完美黃金玫瑰修護眼霜	蘭蔻絕對完美黃金玫瑰永生活萃	蘭蔻絕對完美黃金玫瑰修護乳霜	蘭蔻絕對完美黃金玫瑰超導修護安瓶
150ml / NT\$5,000	20ml / NT\$6,000	30ml / NT\$12,600	60ml / NT\$12,600	12ml / NT\$6,500

2. Launching Anti-Aging Sets (Promotions): Educate consumers on how to use various products in combination for maximum effect, thereby persuading them to purchase a complete set.



♥ 官網獨家結帳再折\$500  
折後價 \$6,300

【結帳再折\$500】官網  
獨家-玫瑰霜頂級保養組  
買30送33(價值 8,700  
元)

結帳用 LINE Pay，一鍵下單超方便。絕對完美黃金玫瑰修護乳霜30ml(正產品) 絕對完美黃金玫瑰修護眼霜3ml 絕對完美黃金玫瑰修護露15mlx2 價值 \$8,700 原價 \$6, ... 完整說明

★★★★★ (0) 撰寫評論

NT\$6,800

3. Emphasizing the Effectiveness of Exclusive Brand Ingredients: Although not a counter brand, our products contain more varieties of precious anti-aging ingredients than counter brands, offering stronger anti-aging effects due to the complementary nature of all ingredients.

頂級成分 全新升級

## 全新絕對完美 四季玫瑰

NEW ABSOLUE PERPETUAL ROSE™

蘭蔻獨家培育出「絕對完美四季玫瑰」，全年四季都盛綻的非凡生命力和修護再生能力。以CO2高效萃取科技，凝鍊出天然高純度的永生修護極萃因子，啟動肌膚的青春開關AMPK，全面賦活肌膚。

每一瓶全新升級的絕對完美黃金玫瑰修護乳霜中，都注入了50倍濃縮的永生修護極萃分子，有效幫助肌膚加速修護與新生，打造澎潤新巔峰。

4. Providing Samples to Different Age Groups (Word-of-Mouth, Recommendations from Friends and Family): The age group conscious of anti-aging is gradually lowering. It's important not to limit focus to a small age range. Nothing is more convincing than real experience.

使用心得 312 篇

進階篩選： 全部膚質 全部年齡 全部評分 ☐ 僅顯示小綠人

排列方式： @cosme精選 最新發表 最多人氣 評分高 評分低



小鹿奔馳中

混合性肌膚 · 36歲 · 479 篇心得

★★★★★☆☆ 6

購入品

小鹿奔馳中 - [LANCÔME 蘭蔻] 絕對完美黃金玫瑰修護乳霜

以前分享過幾樣蘭蔻家的產品，但很多要嘛無感，要嘛真的很雷會讓我長粉刺...好像都沒有想回購或買正貨的慾望~ 直到後來朋友給我試用到金（貴）色（貴）系列的玫瑰霜、永生活萃才覺得好愛🥰 這次先買玫瑰霜長期用...

2022.02.23 發表

♥ 36 推



Luvenuspan

混合性肌膚 · 41歲 · 556 篇心得

★★★★★☆☆ 4

Luvenuspan - [LANCÔME 蘭蔻] 絕對完美黃金玫瑰修護乳霜

很久之前靠櫃兌換試用包時，善良的天使櫃妹多給的昂貴體驗包！👉 她給了我2種不同質地的玫瑰霜（左2包是SOFT CREAM；右2包是RICH CREAM）「SOFT CREAM」是這個↓一般型的乳霜質地，較為水潤絲滑、好推勻！「...

2021.01.12 發表

♥ 47 推



明小明

乾性肌膚 · 30歲 · 25 篇心得

★★★★★☆☆ 6

明小明 - [LANCÔME 蘭蔻] 絕對完美黃金玫瑰修護乳霜

這次是用到蘭蔻 絕對完美黃金玫瑰修護系列，這也是他比較頂級的系列吧，我平常就用這極光水，小黑瓶。這次真的是第一次用到這個系列。這次有機會可以使用到這個系列，太開心了！絕對完美黃金玫瑰修護乳霜...

2022.06.15 發表

♥ 4 推



@cosm

5. Collaboration with Celebrities, Launching Co-Branded Products:  
The image of a spokesperson is often the consumer's first impression of the brand. A good spokesperson can bring positive benefits to the product, and the effectiveness of the product becomes more visible.

桂綸鎂代言資生堂百優精純乳霜 ~ 《趁早》微電影 · 女人要趁早勇敢獨立！

2018-04-19 18:45 | 於 2年前 更新 by Jess



**百優x三麗鷗家族經典聯名贈品**

**\$4800滿額贈** (須含百優精純乳霜商品50ml or 75ml)，聯名贈品隨機送

即日起，超可愛限量聯名贈品至資生堂國際櫃百貨、Momo官方旗艦館、資生堂國際櫃官網、資生堂專門店、資生堂國際櫃（屈臣氏、康是美、寶雅）通通買得到

**My Melody隨身杯**

A white water bottle with a red cap and a My Melody character illustration, next to its white packaging box.

**Hello Kitty折疊UV傘**

A white folding UV umbrella with a Hello Kitty character illustration on the canopy, next to its white packaging box.



Product	Lancôme Absolue Precious Cells Rose Lotion	Shiseido Benefiance WrinkleResist24 Day Cream	DV TOKYO Deep Sea Glacier Water Cream
Transmitting Core Concepts to Consumers	V		V
Launching Anti- Aging Sets	V		
Emphasizing Exclusive Brand Ingredients	V	V	V
Offer trial products	V	V	V
Collaboration and Co-branding		V	V

## Future Planning:

1. Launch Anti-Aging Sets: Since consumers have been educated on how to combine different products for optimal use, consider launching anti-aging sets, similar to Lancôme's strategy. However, it's important to avoid the approach taken by Shiseido, where the same product is mixed into many different sets for promotion. This can lead to confusion due to the excessive choices available to consumers. A more focused, carefully curated selection of sets can be more appealing and less overwhelming.





## 2. Increasing Physical Retail Promotion:

The survey indicates that for anti-aging products, consumers tend to spend more on counter or luxury brand products, with only 33.7% of purchases made from online-only brands. The same product, especially among the largest consumer group aged 30-39 with combination skin, can vary greatly in suitability due to differences in skin dryness or oiliness levels, allergic reactions to certain bio-factors, and appropriate usage amounts and areas. Without the guidance of a professional or the opportunity to try the product, there is a risk of poor results, leading consumers to assume the product quality is subpar. Expanding physical retail outlets where consumers can receive expert advice and sample products can mitigate this risk and improve brand perception and sales.

想當初，第一次擦完，我正對著鏡子檢查 會不會使毛孔變不明顯，一個晃眼，就乾了!!

所以囉!這個不會讓我們的毛孔消失喔!Orz

如果單擦，毛孔比較大的地方，會比較明顯，我個人就會避免這種情形

---

如果之後要上妝

我的膚質是不適合啦!

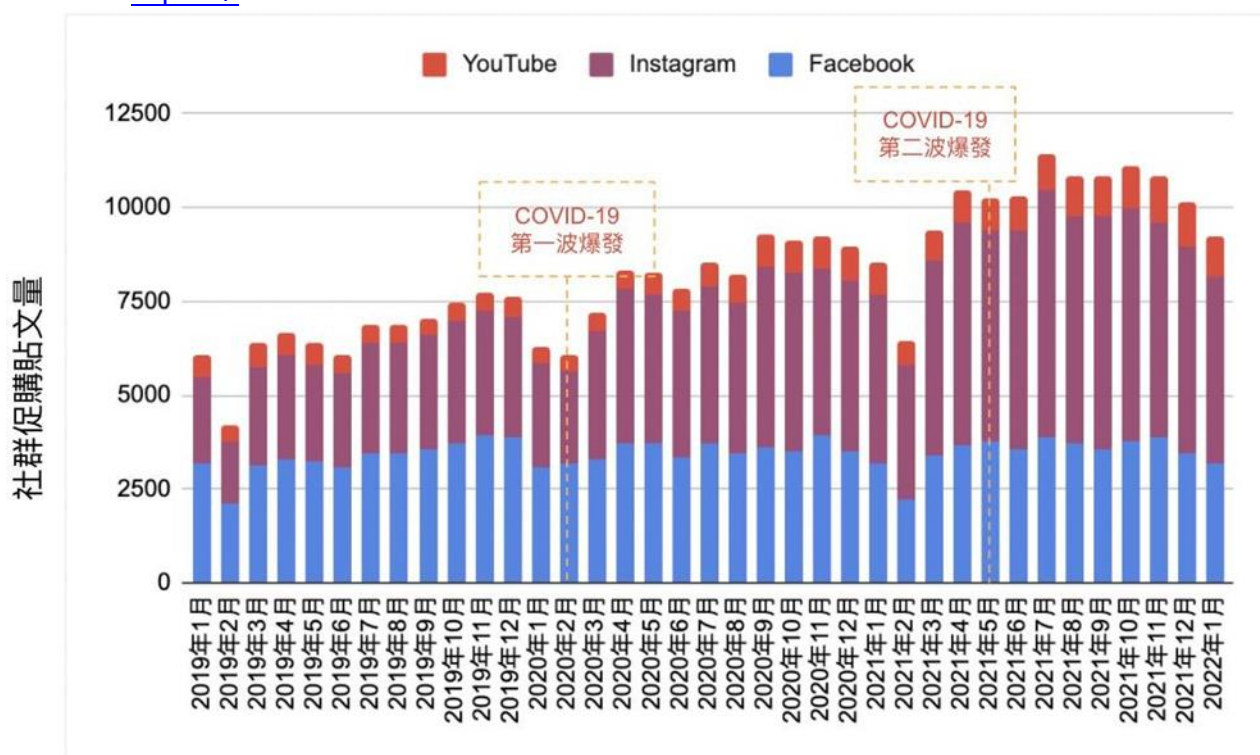
我也不曉得明明吸收快速 乾爽的DV，為什麼過個3-4小時，T字部位冒油(會讓我有不舒服厚重感的油量)

跟我平時上化妝水及乳液後。冒油多

3. Advertisements: The relatively fewer reviews on @cosme could be due to a limited number of samples provided or a lack of promotional efforts, leading to lower discussion levels about the brand and fewer opportunities for consumer exposure. Despite its higher price point compared to other brands, Lancôme's enduring brand recognition makes it a consistent favorite among consumers, and its presence is notable across various social media platforms.

4. Collaborate with well-known beauty influencers:

<https://www.kolradar.com/blog/trend-sharing/2022-beauty-industry-report/>



From 2019 to early 2022, the number of social media posts containing "beauty product promotional" content has shown significant growth across the three major social media platforms, with Instagram experiencing the largest growth. This indicates that the beauty industry's use of influencer and social media marketing has become increasingly mature.

Furthermore, affected by the pandemic, not only have brands actively shifted to online sales, but consumers have also gradually adapted to the online shopping model. This shift has led to a significant increase in the viewership of social media live streams promoting beauty products. From 2020 to 2021, the average viewership rate of beauty product promotional live streams grew by 6.7%, confirming that "live stream promotions" are an effective marketing channel that brands can actively utilize.

5. Maintaining Consistent Quality: The following are user experiences from @cosme for the trial products.



雖然很感謝Urcosme又讓我幸運的抽到此次試用...

但就是.....

下有噁心圖.....請慎入

其實我這個人真的很好說話，東西我用得不錯，評分通常是偏高的

可是...因為我收到試用的正貨，一打開，盒子都是發霉的@@.....

( 寄過來的郵局便利箱沒有 )

讓我很懷疑這間公司的品保，跟商品的保存環境是怎樣的 = =

本來開箱的時候，覺得那個黑黑的應該是油墨

後來想想不對，鼻子湊過去一聞，是霉味

然後把保養品拿出時，更恐怖的發霉在後頭....

Regardless of whether it's a sample or a full-sized product, the quality of the product must be rigorously controlled. Consumers often give more weight to negative reviews than positive ones. If the brand image is not strong and stable, it can easily affect sales and reduce the likelihood of repeat purchases by consumers.