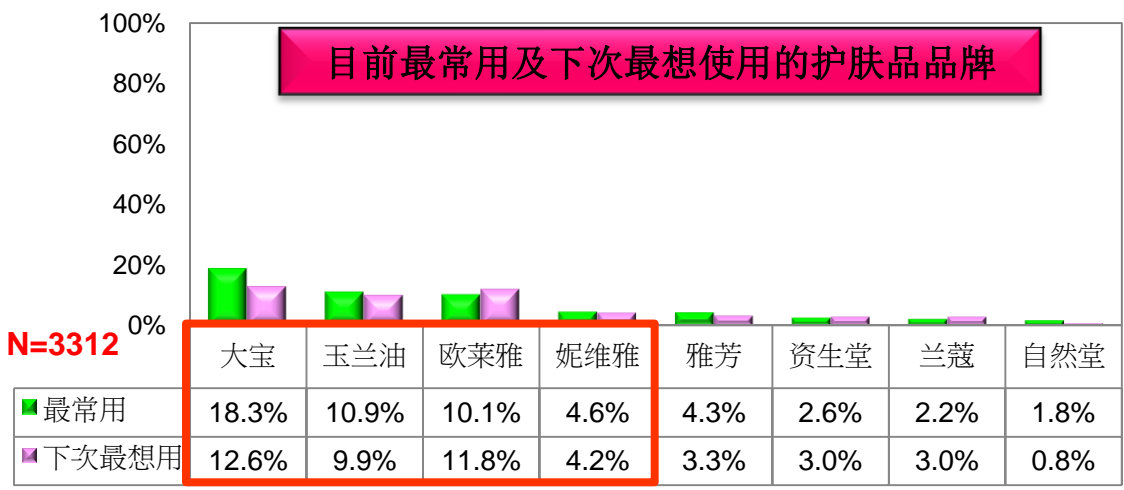
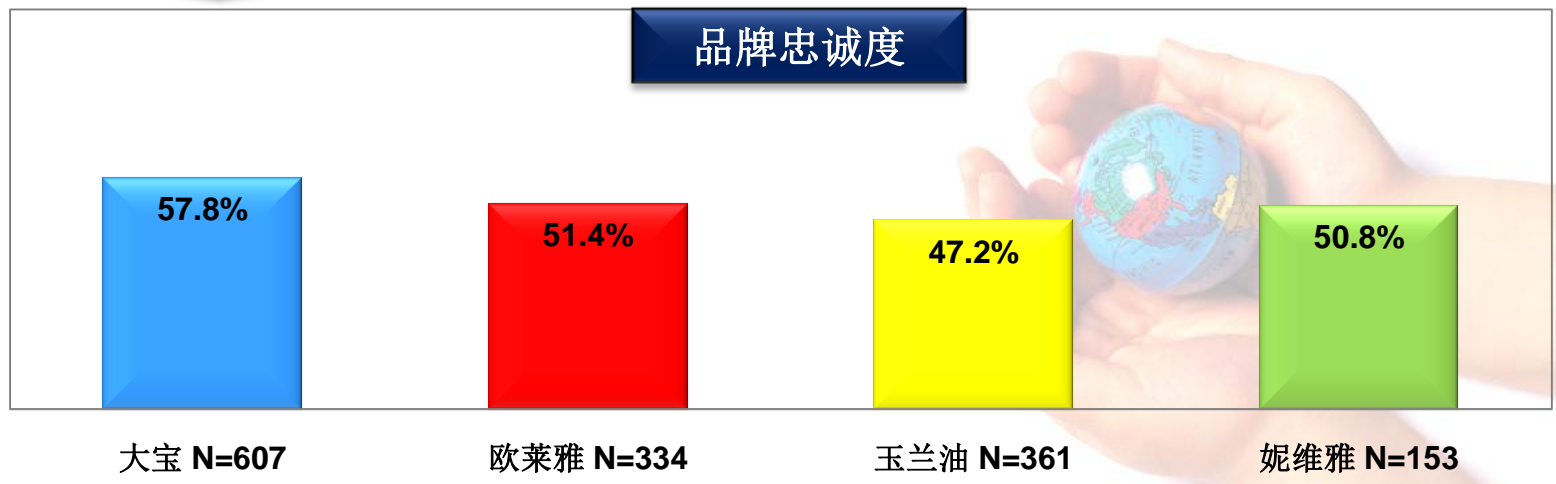


【大宝】护肤品的使用率及顾客品牌忠诚度最高；【妮维雅】虽然使用率与【大宝】有一段差距，但仍有高度的品牌忠诚



对于本次调查，我们通过积沙网 (www.jisha.cn) 收集到了3,312份15-60岁的有效样本，分析发现：

- 无论是目前最常用或是下次最想使用的护肤品品牌，【大宝】都明显领先。
- 品牌忠诚度相对较高的护肤品品牌是【大宝(57.8%)】、【欧莱雅(51.4%)】及【妮维雅(50.8%)】。



调查时间：2010/11/08-11/11 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn

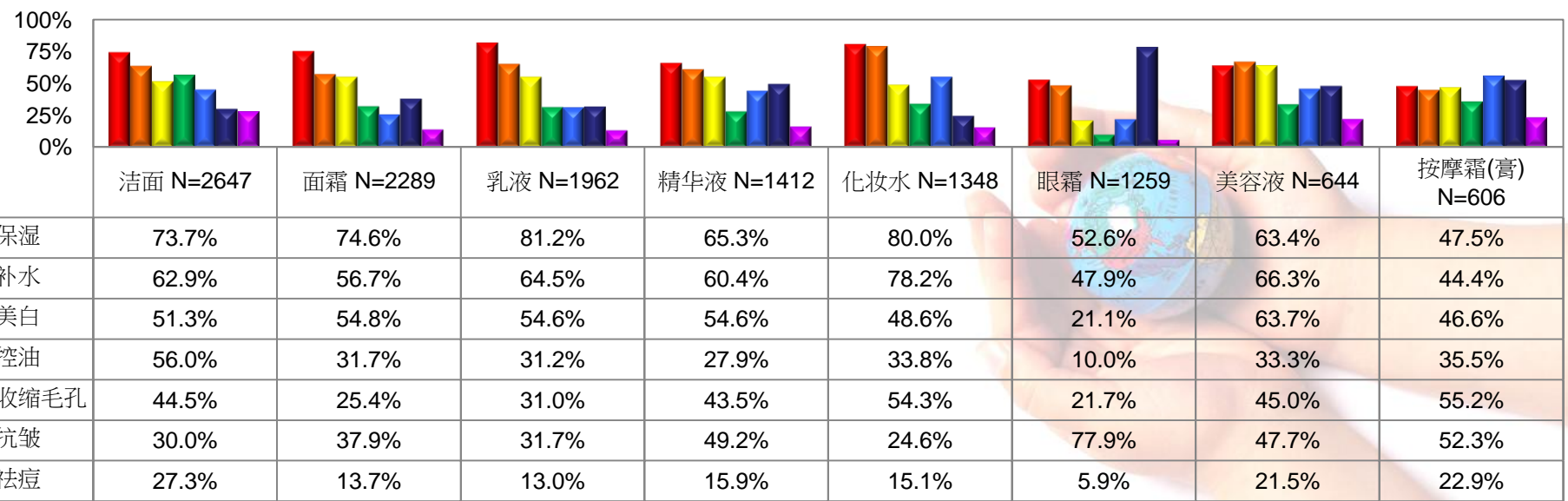
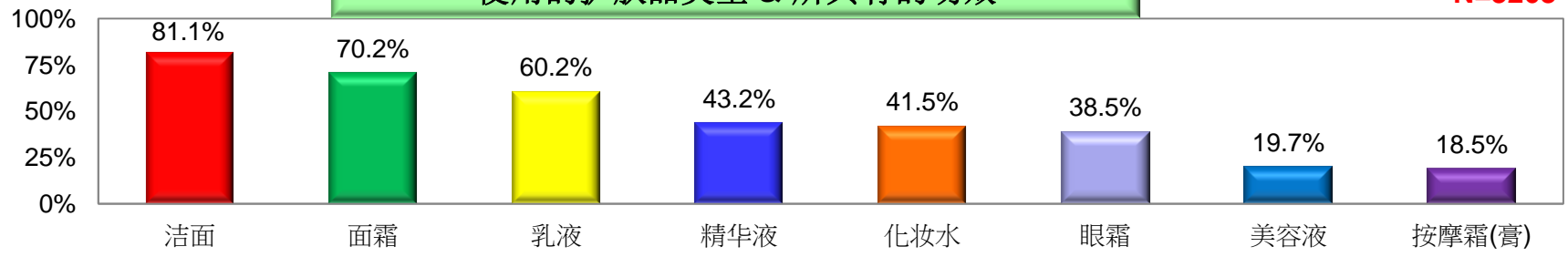


【洁面】和【面霜】是大众最常使用的护肤产品；除了眼霜之外，大众对其它类型的护肤品最注重是否拥有【保湿】、【补水】及【美白】的功效

- 八成以上的受访者会使用洁面乳，其次有七成的受访者会使用面霜。
- 受访者对其使用的各类护肤品，所重视的功效各有不同。

使用的护肤品类型 & 所具有的功效

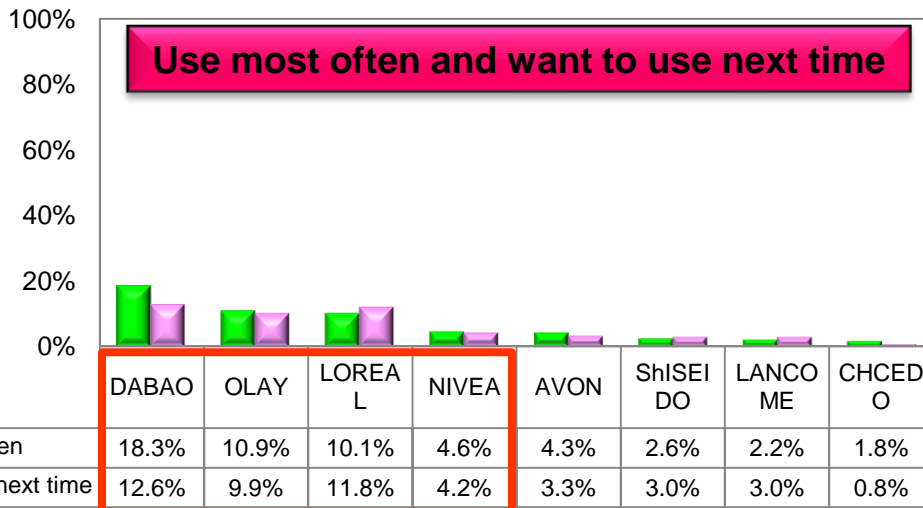
N=3268



调查时间：2010/11/08-11/11 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn

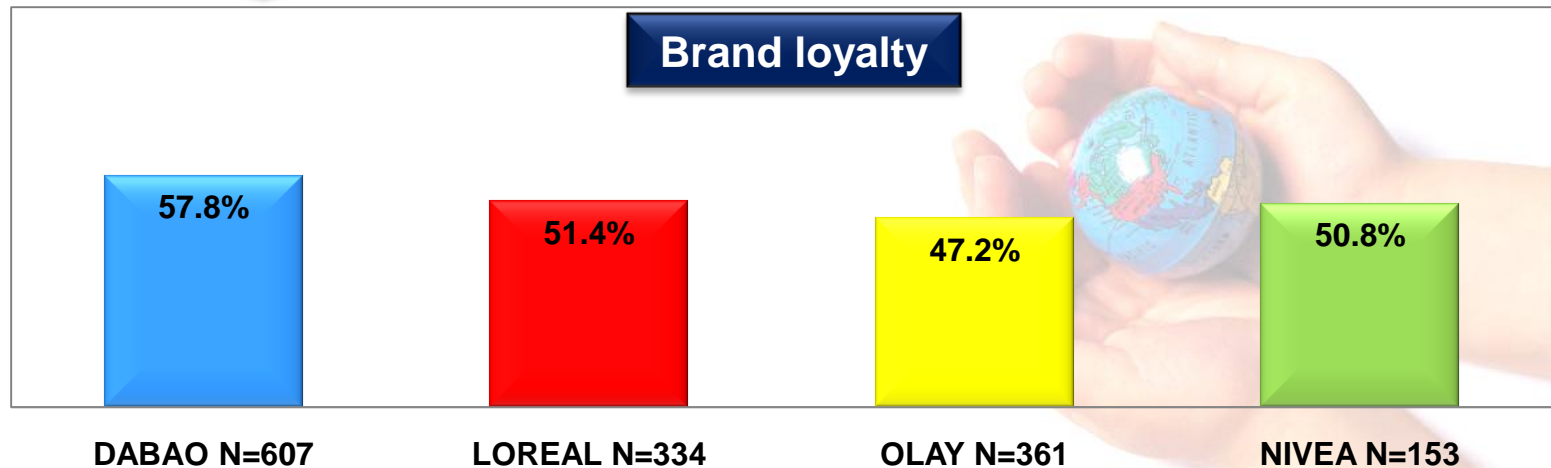


“DABAO” is the leader brand. “NIVEA” ‘s brand loyalty is very high although not many consumers use it most often.



From Jisha website(www.jisha.cn), this study collected 3,312 samples for those who aged 15-60 yrs olds. The results are:

- No matter for the use most often brand or the brand want to use next time, “Dabao” is Top one.
- “DABAO”, ”LOREAL” & “NIVEA” have higher brand loyalty.



Survey period: 2010/11/08-11/11 <http://www.chinarp.cn> If requesting more detail, please contact with service@chinarp.cn

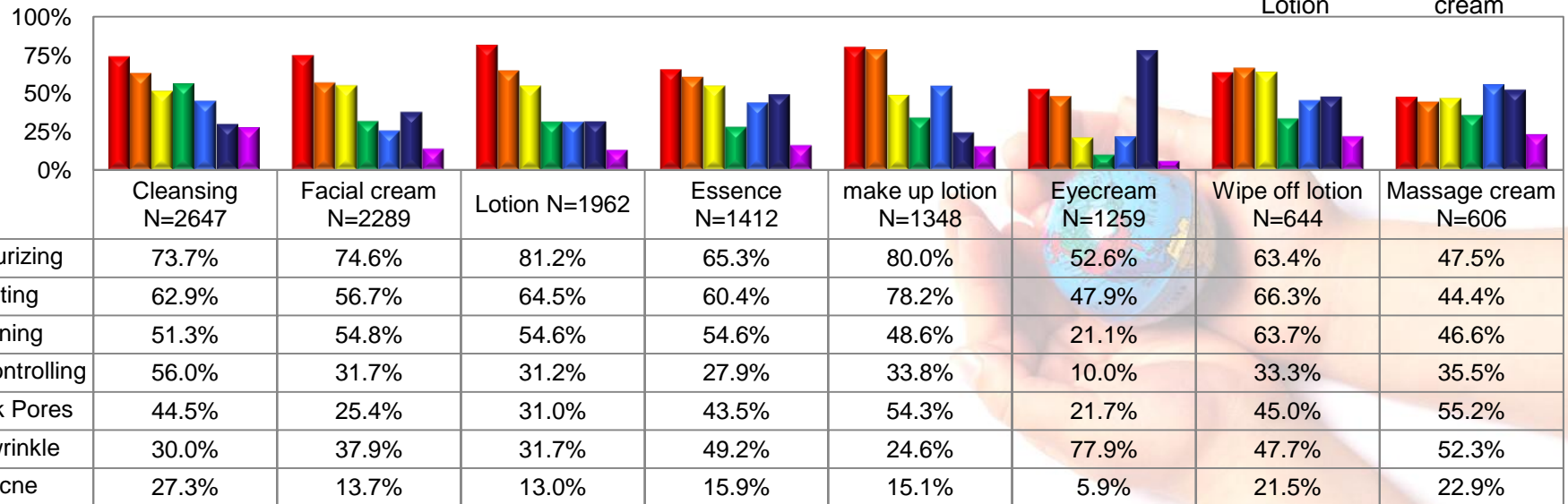
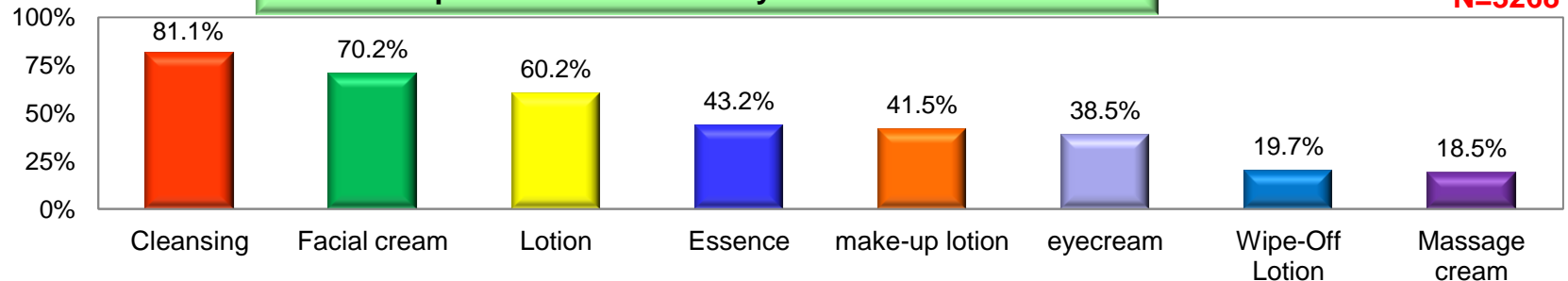


Expect Cleansing, Facial cream is the most often used skin care product. Except eye cream, moisturizing/hydrating/whitening are the top 3 benefits cross the skin care products

- Over 80% consumers used “Cleansing”, followed by “Facial cream”.
- Different skin-care product has its main function consideration.

Skin-care product used currently & Main function of used

N=3268



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