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01



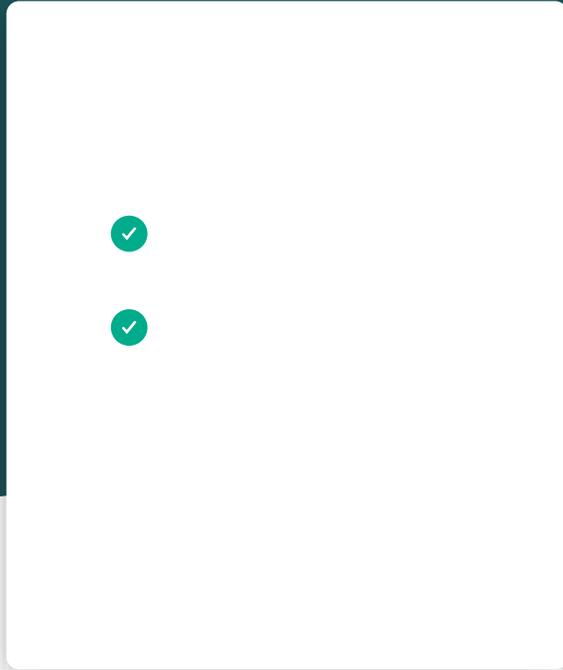
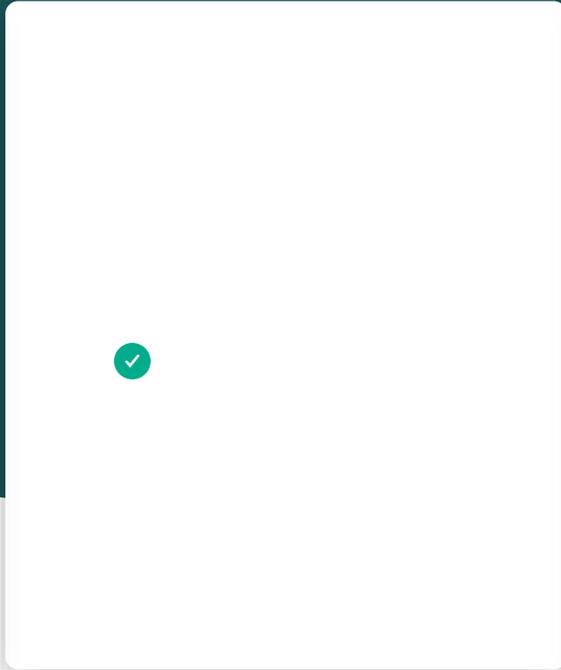
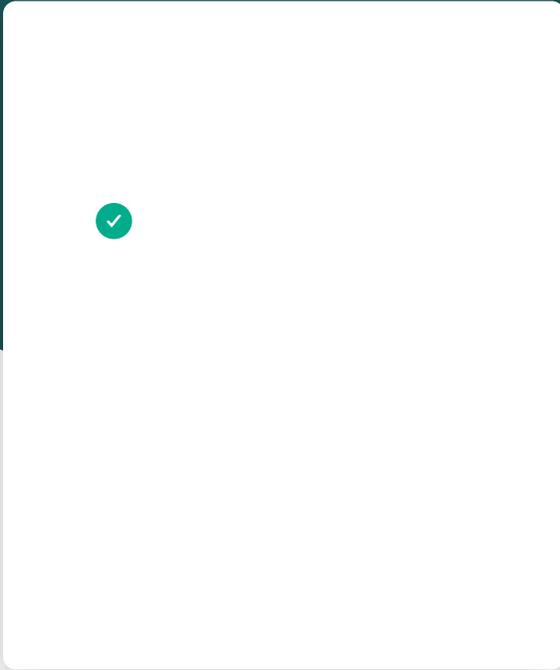
02

抗老市场趋势洞察



03

抗老市场机会总结



(%)

↑ +53%

UV

Top 5		
TOP		80%
2 nd		64%
3 rd		54%
4	/	52%
5	/	34%

31%

81%



(%)

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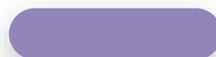
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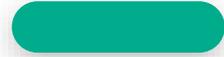
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16%



15%



13%



TOP10

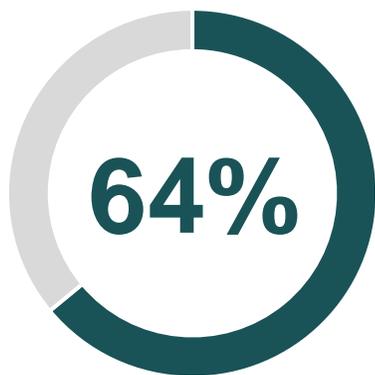


+23%

Top 10

- 1 Estee Lauder/
- 2 PROYA/
- 3 SK-II
- 4 Olay/
- 5 Clarins/
- 6 L'oreal/
- 7 SKINCEUTICA
LS/
- 8 HR/
- 9 Kiehl ' s/
- 10 LA MER/

TOP10

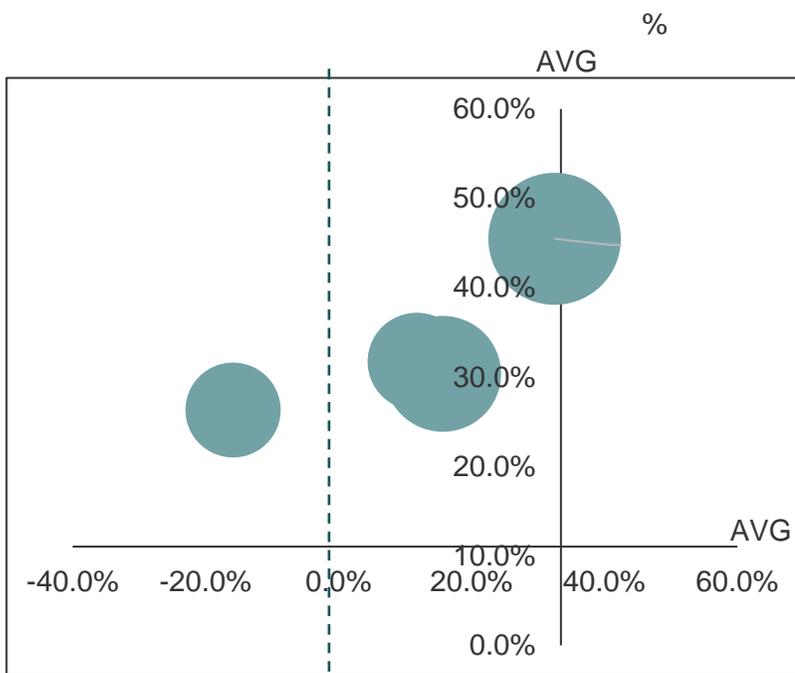


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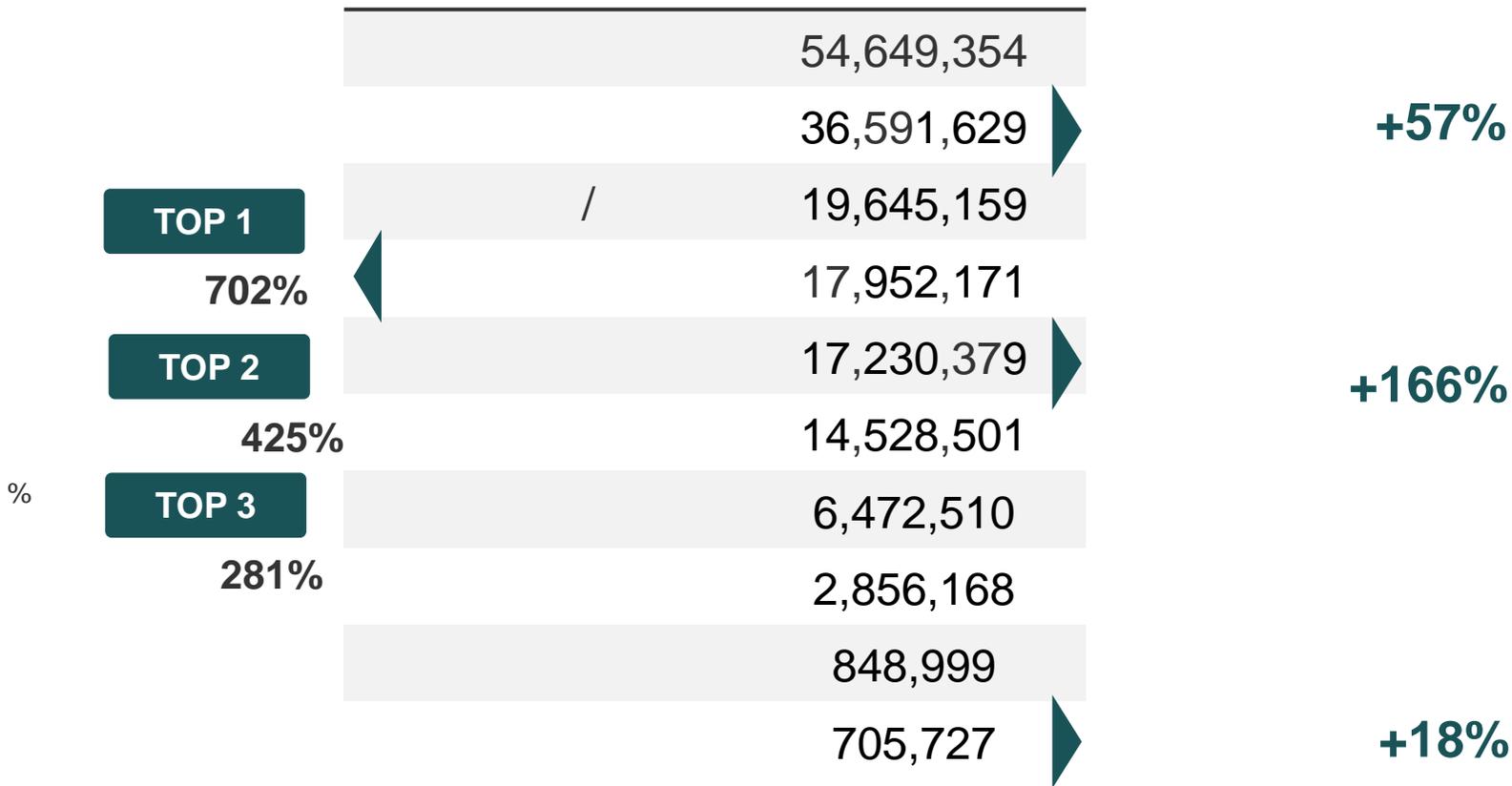
Top 10

- 1 Estee Lauder/
- 2 Lancome/
- 3 L'oreal/
- 4





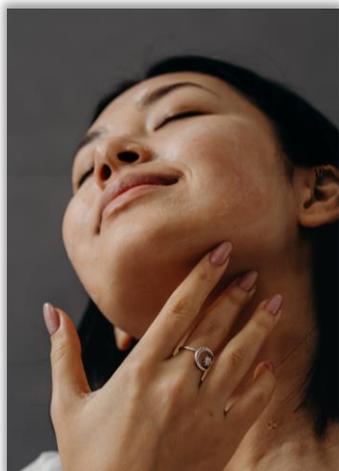
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01



02



03



04



01

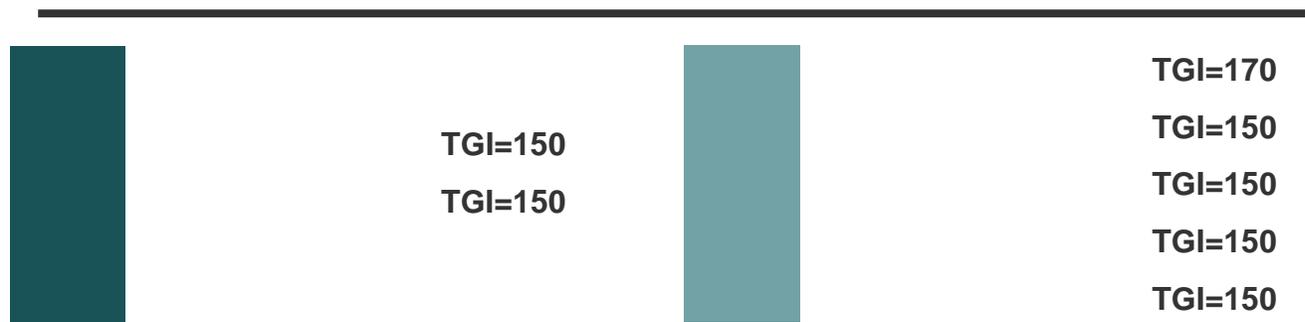
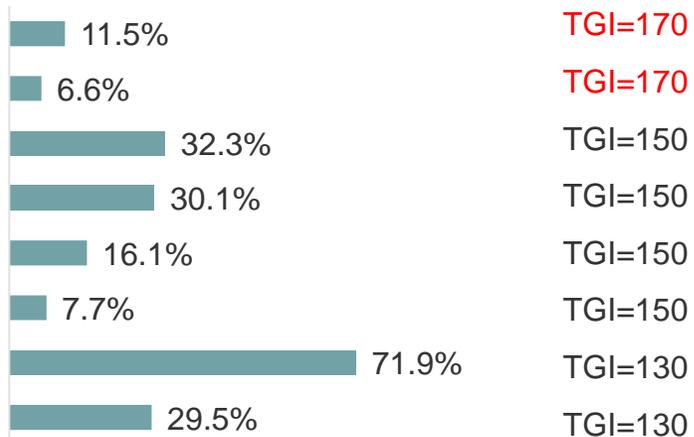
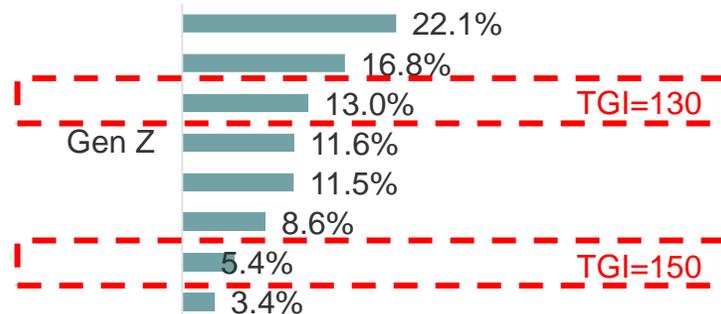
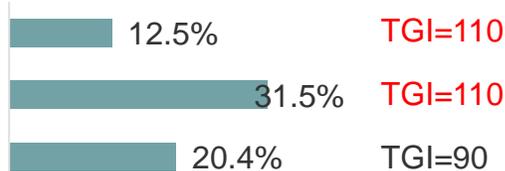
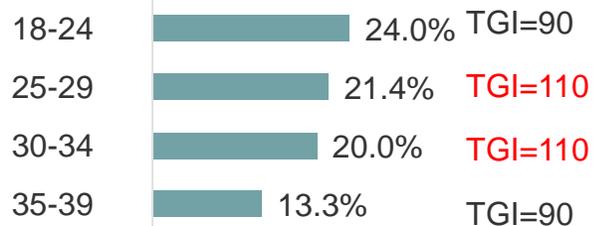


抗老新群体

23-28

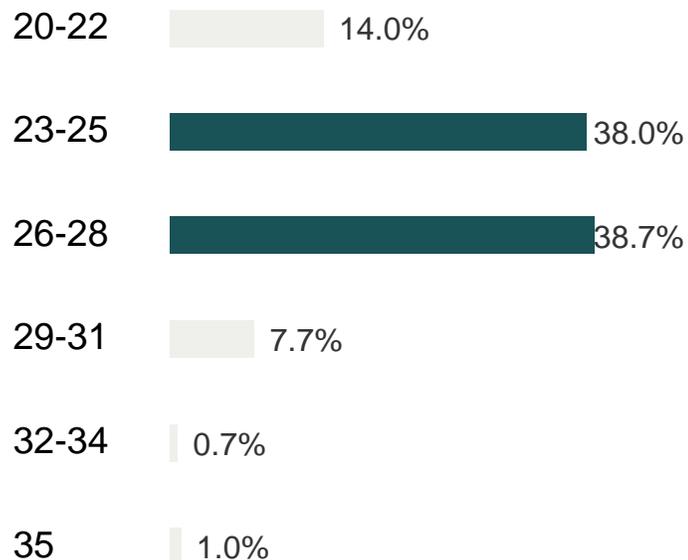
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25-34

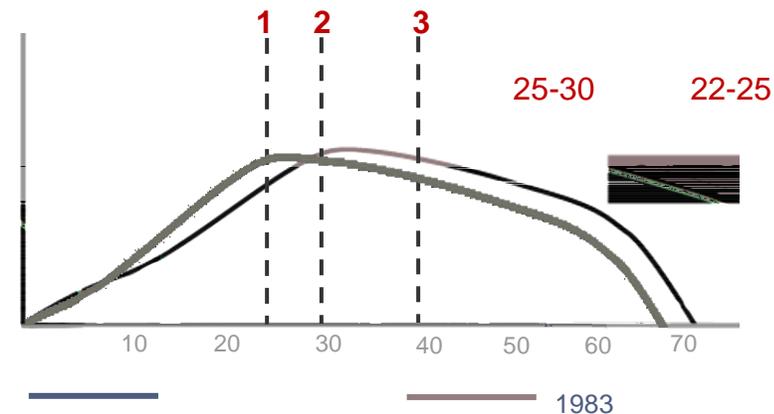


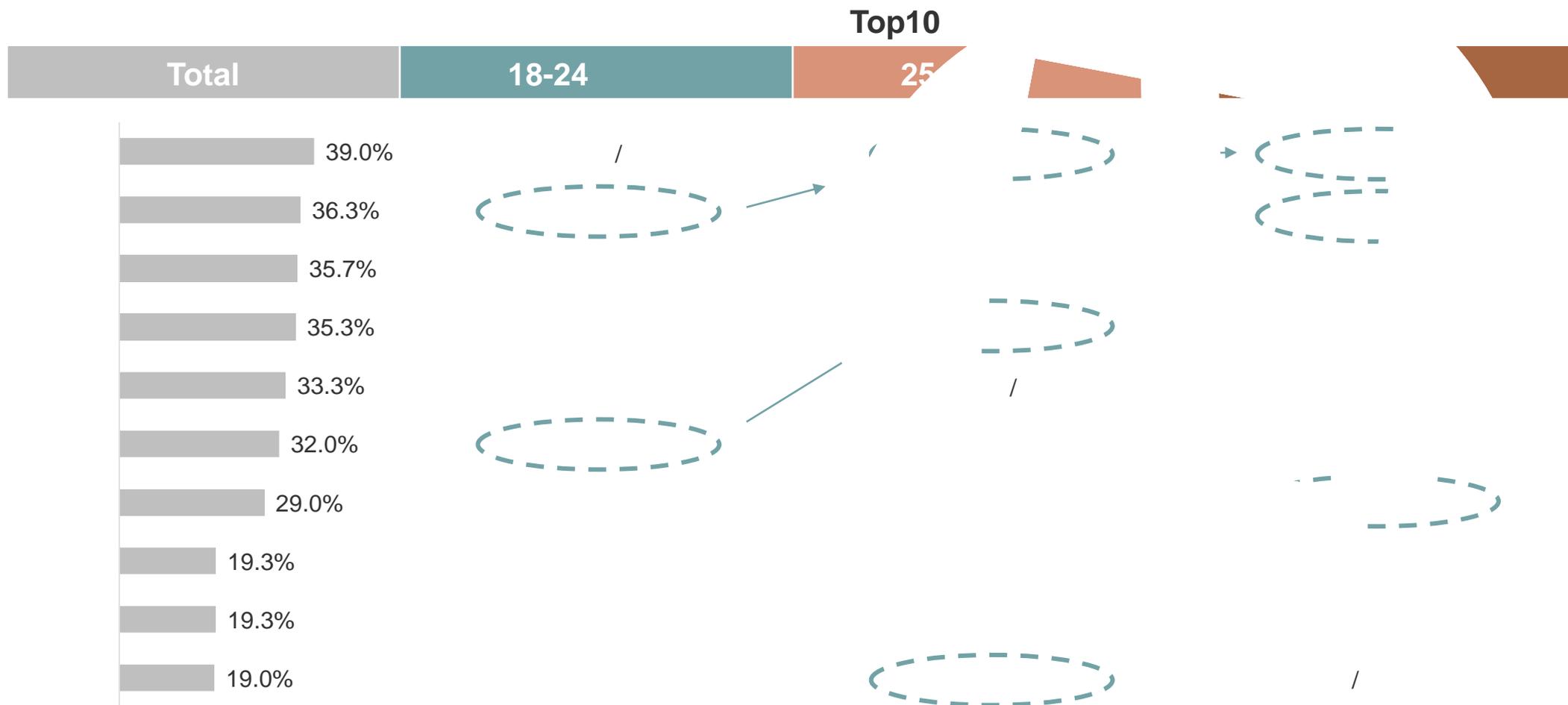
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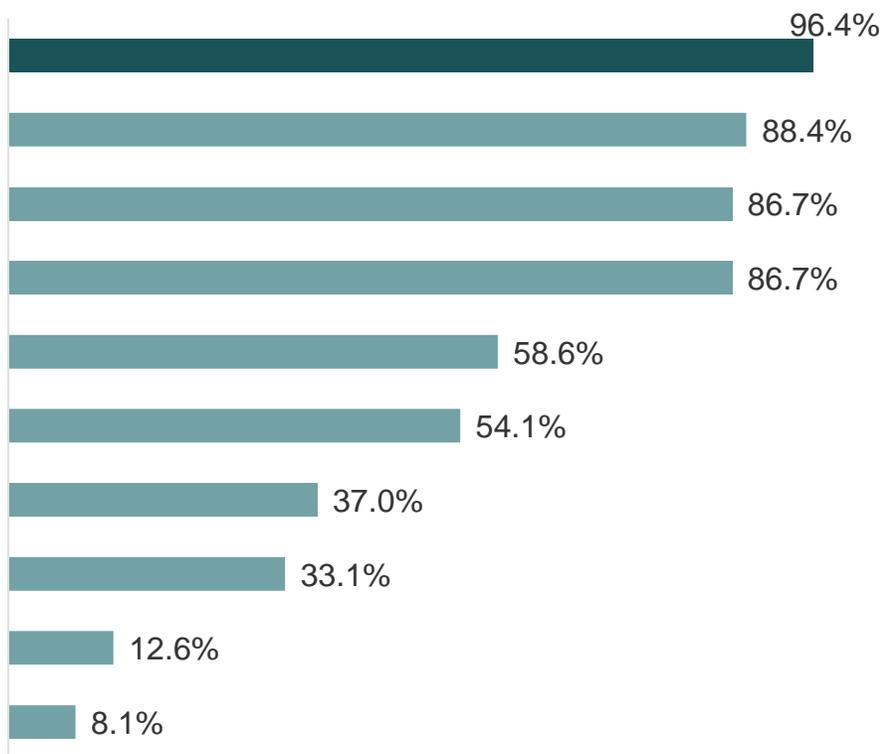
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	23-25	/
	26-28	/







18-24 Top 3

25-34 Top 3

35 + Top 3



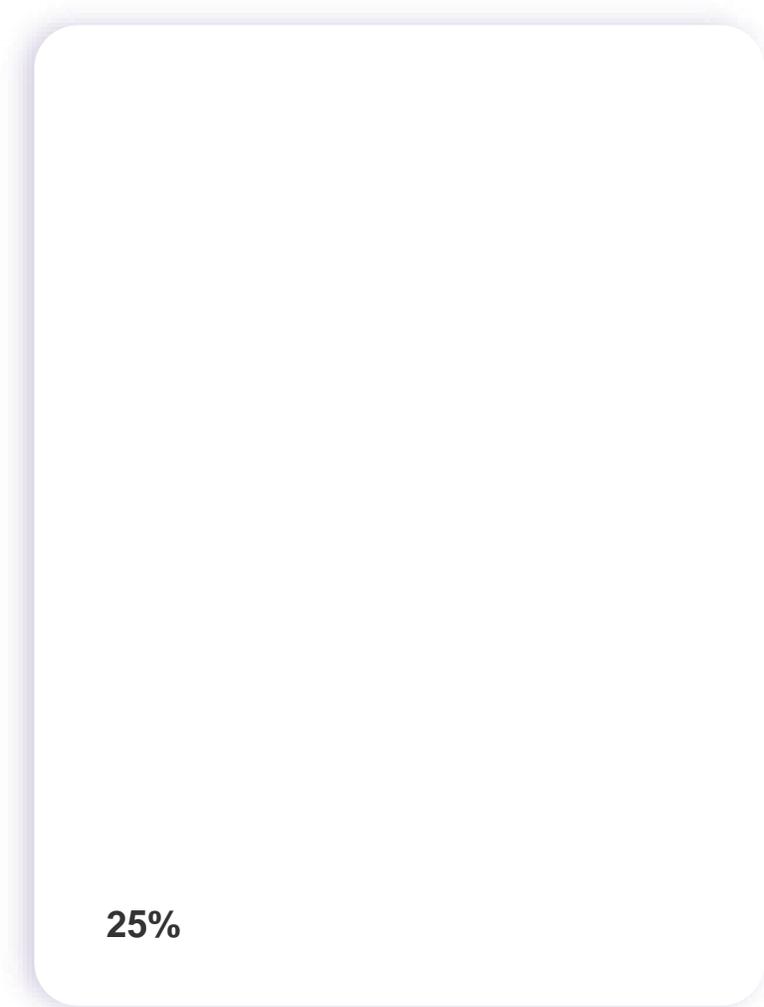
+466%

+39%



+17%

	UV	Top 5
1		
2	↗	
3		
4		
5	↗	



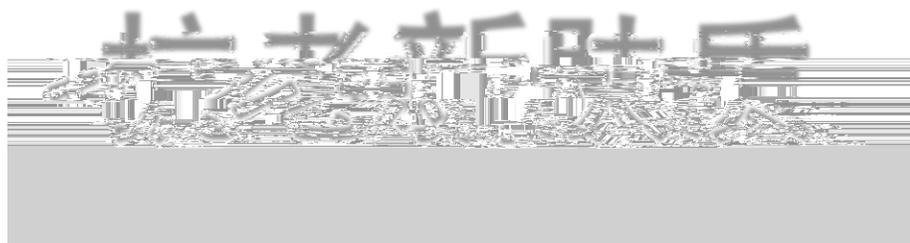
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UV

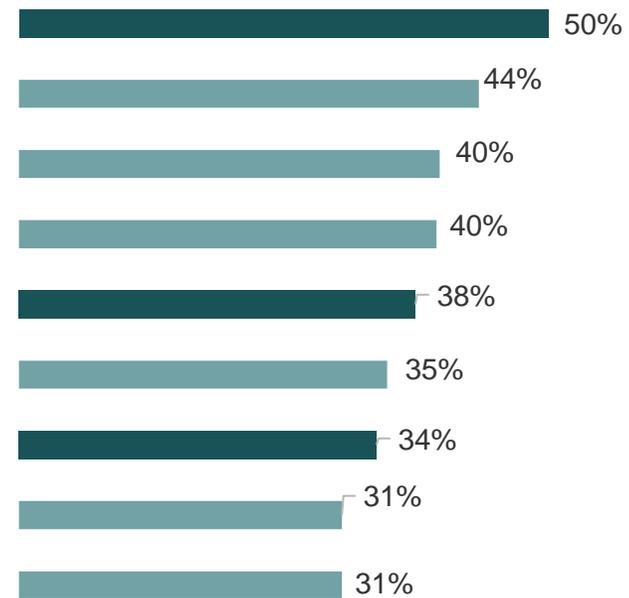
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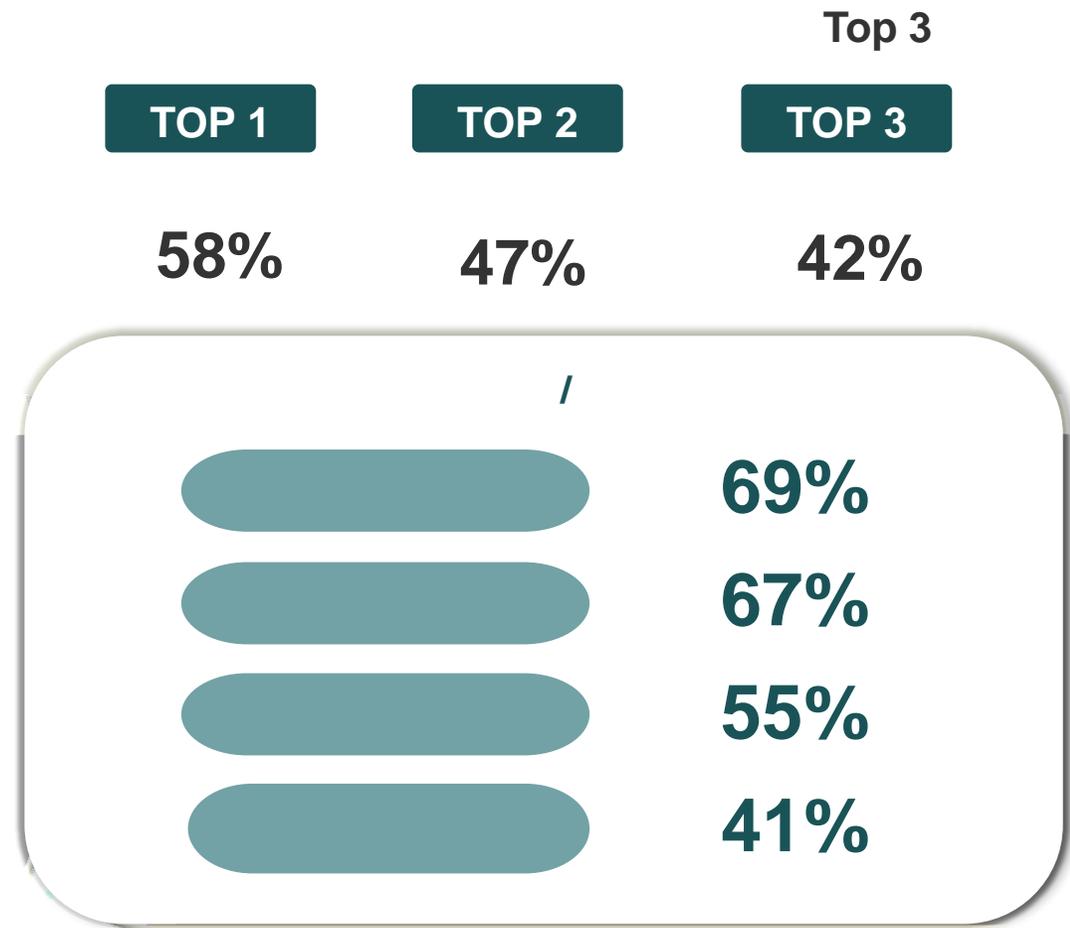
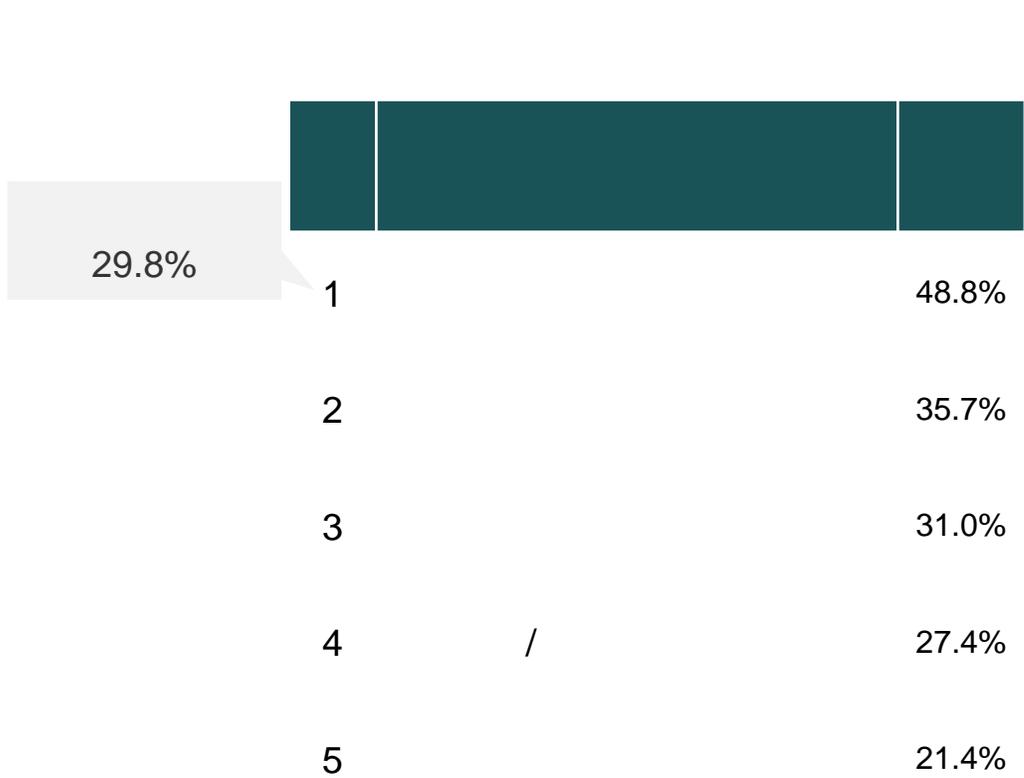
02



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(%)





	Top 10	XX
1	/	52.4%
2	/	47.6%
3		44.0%
4		44.0%
5		42.9%
6		41.7%
7	/	40.5%
8	/	33.3%
9		32.1%
10		29.8%



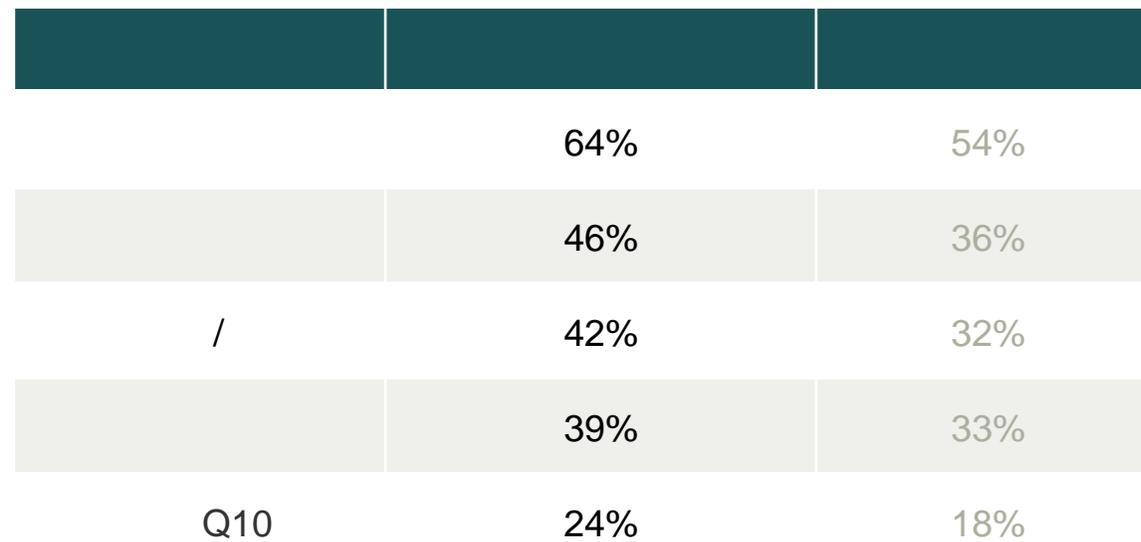
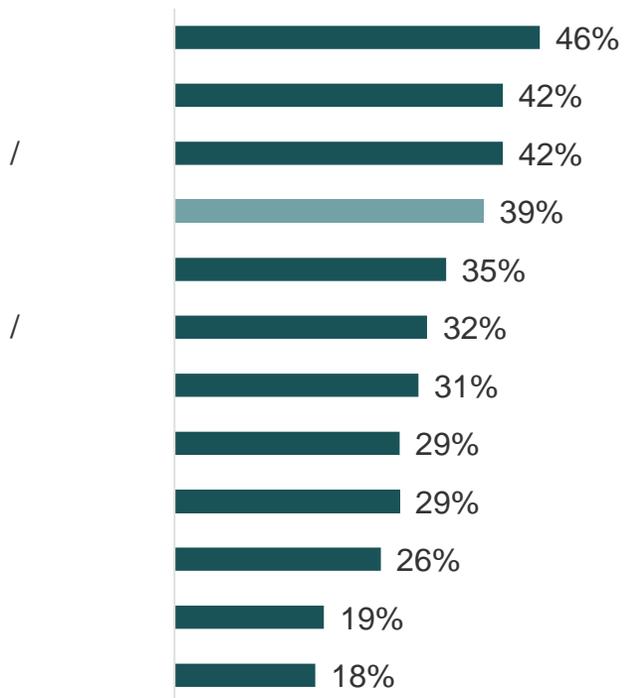
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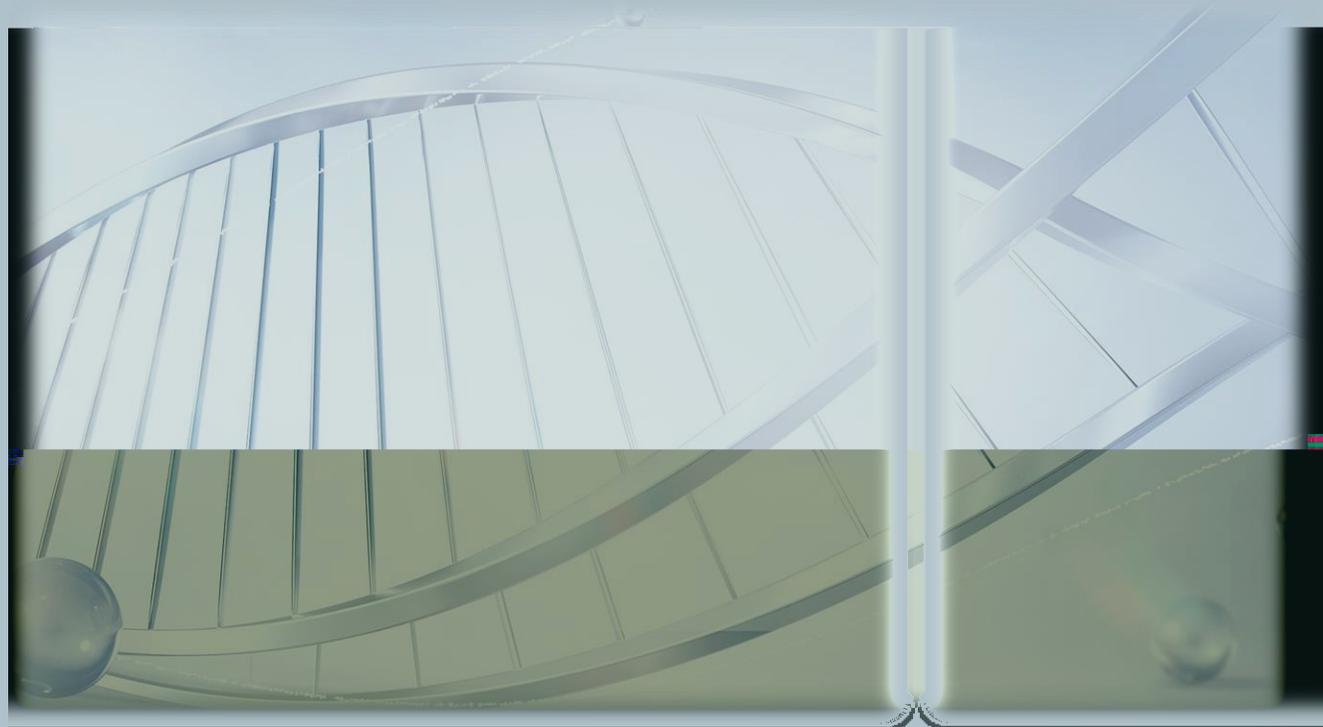
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Top 5

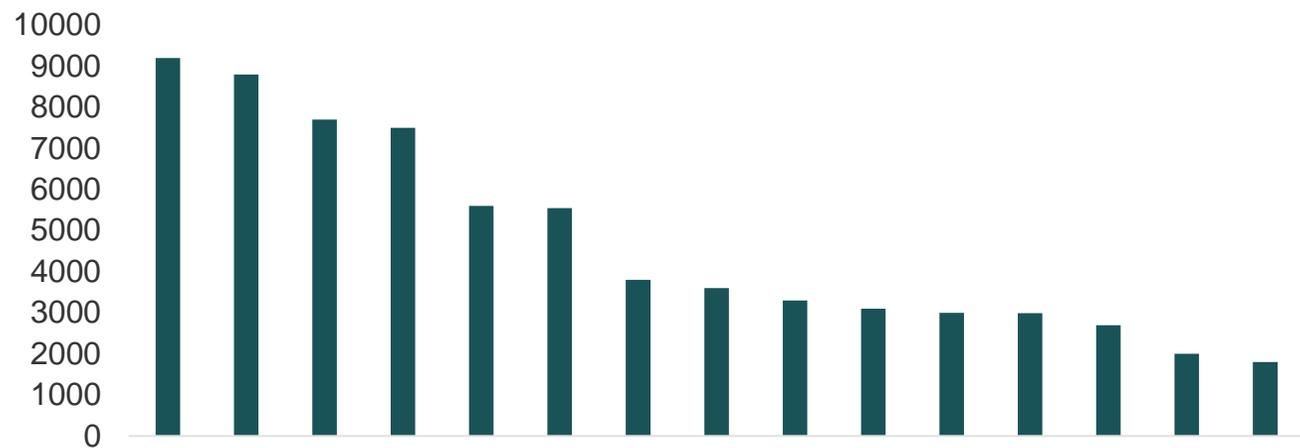


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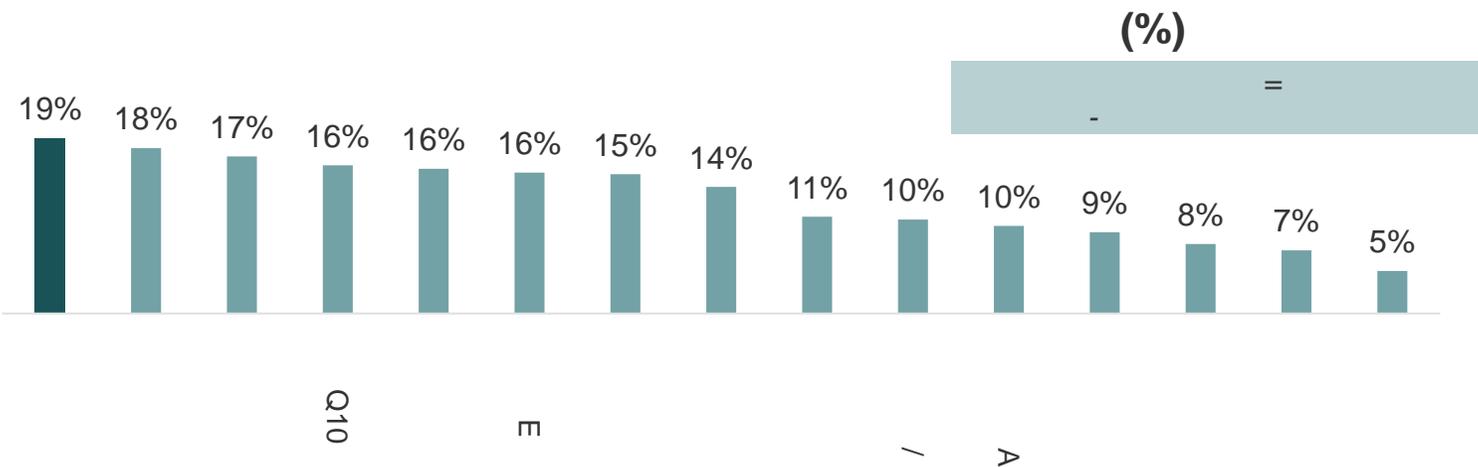


抗老新成分

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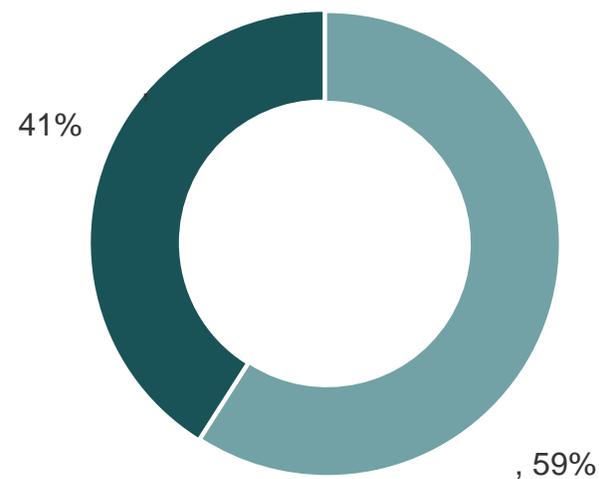


仿生合茂



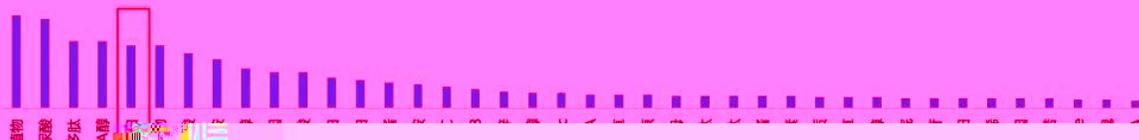
2021

288



抗老场景下：蓝铜肽类商品开始发酵，胶原蛋白类复健力增强

【抗老】概念社交媒体关键词



+28%

+16%

36%

33

35%

281

	152%
	115%
	85%
	85%
E	70%
	58%
	56%
	45%
	43%
	38%

22.3%

25%



天猫美妆



KANTAR

*

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A



+

I

1.

2.

3.

100%



+3739%

+74%

TOP 1

+2015%

TOP 2

+3008%

TOP 3

+2909%

TOP 4

+1975%

TOP 5

+3739%

TOP 6

+1807%

0 + 专利认证⁵

发明专利证书

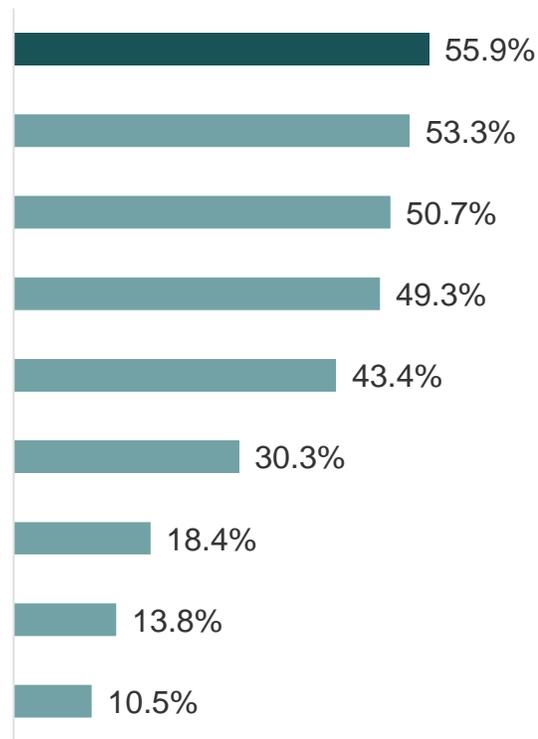
通过无数次实验
丸美成功打造出

国家专利认证
重组双胶原[®]

89%

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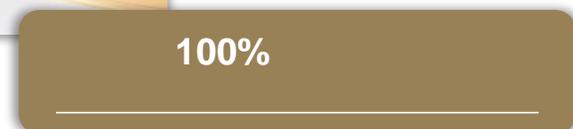
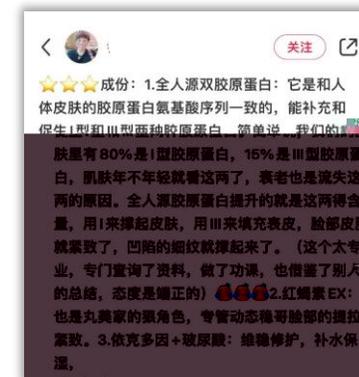


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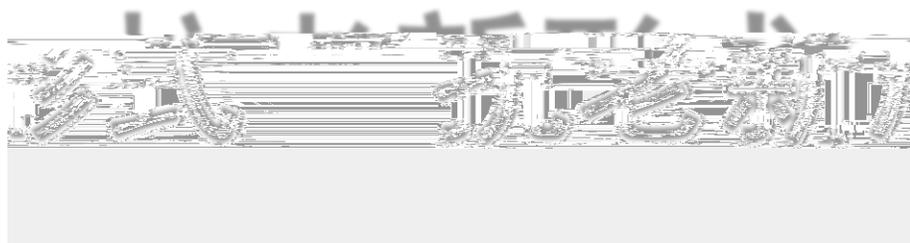
抗老界头牌我不允许你们不知道！！闭眼冲
这个是我被大哥安利的！！
已经用了大半个月了我必须要按头安利你们！！
熬夜垮脸真的不存在 🙄

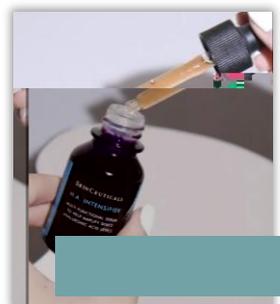
-

是丸美小金针！！
是那种次抛的精华
抗初老紧致肌肤淡纹啥的全都给你包了
越用脸越嫩是真实存在的
而且我这个混油皮敏感肌表示完全顶得住！
不会大红脸也不会刺激皮肤
美修帮你们查过了
全?灯！对敏感肌很友好哦
这里面可是有跟人体同源的，和我们自己的胶原蛋白一摸一样的
全人源双胶原蛋白
可以补充我们皮肤I型和III型的胶原蛋白哦~
皮肤膨弹起来之后脸的那种少女感真的很绝
红蝎素EX可以紧致肌肤
让你脸上的细纹无路可走
还有依克多因维稳修护+到
贼为富得用科！圈真的可以越做越好！

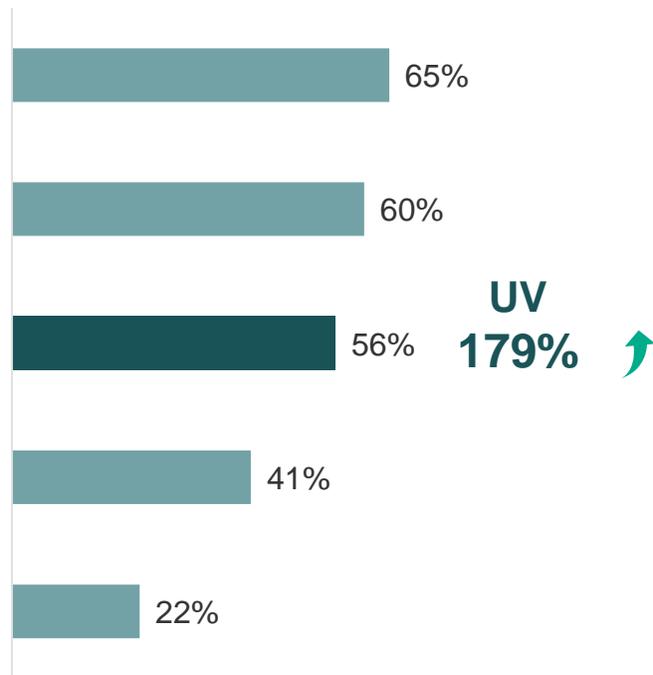


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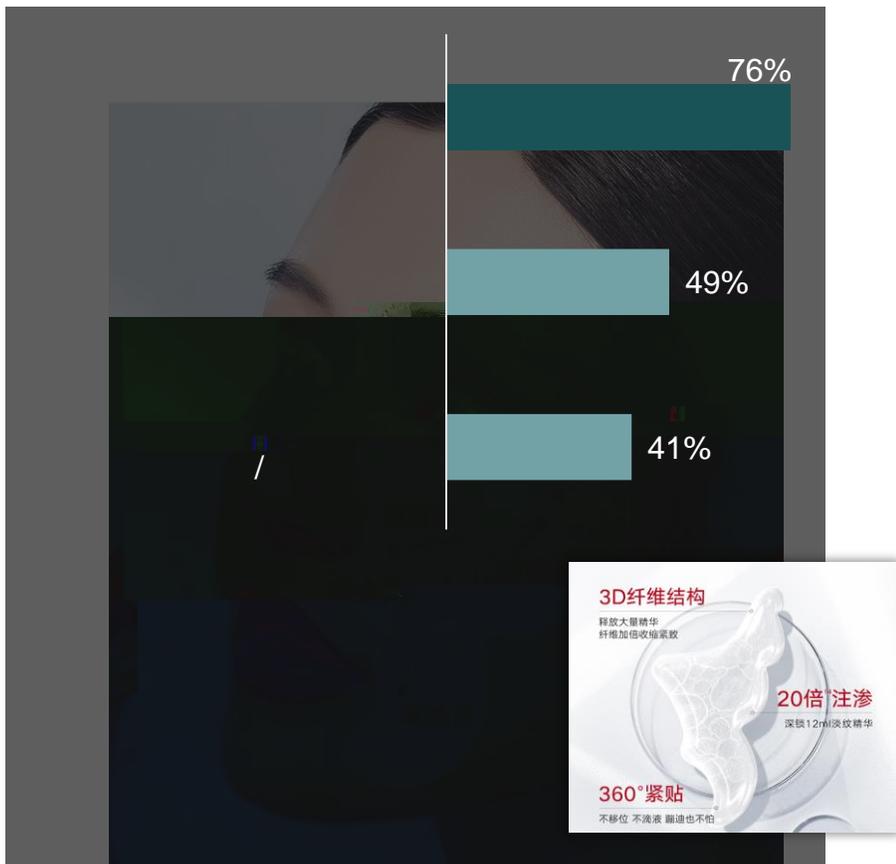
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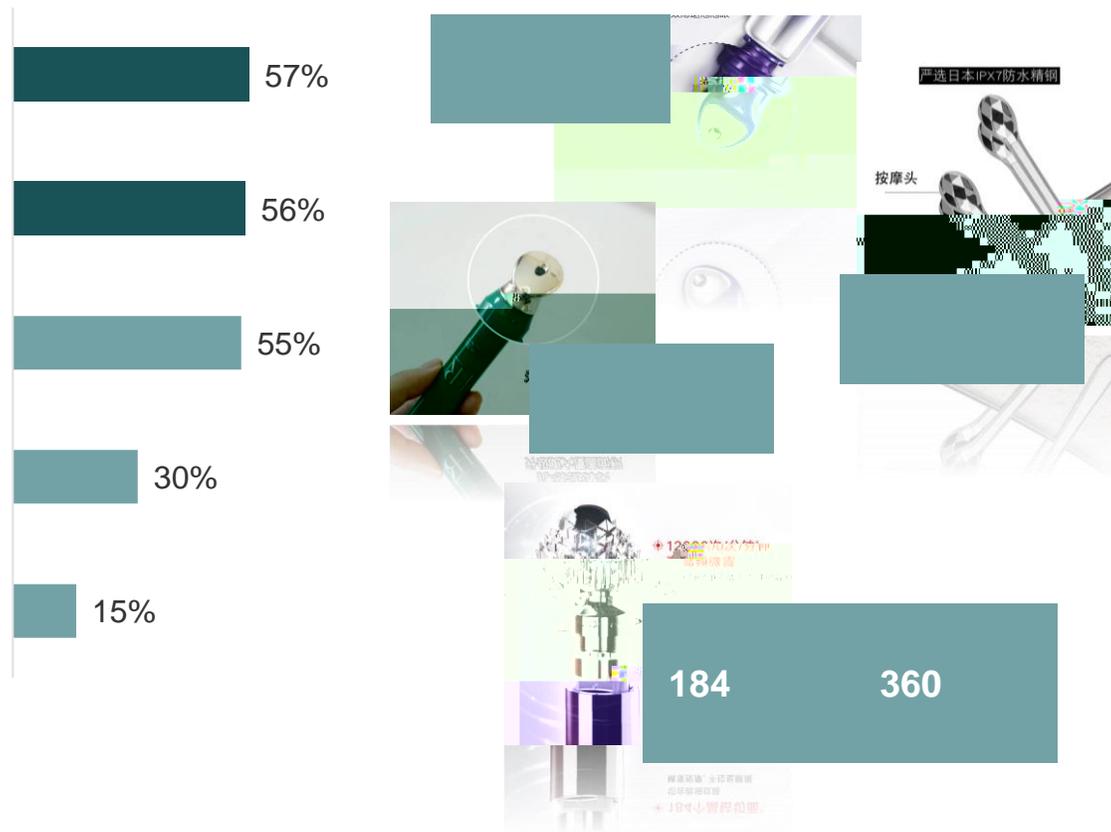
UV



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25-34

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感谢阅读!

