



# CHINA ECOMMERCE



# PRODUCT TREND



June 2021

Level Up Holding

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# Trending Products



## 1. อาหารที่ช่วยให้นอนหลับดีขึ้น

## 2. สินค้าอื่นๆเพื่อช่วยให้นอนหลับดีขึ้น

2.1 สินค้าสปาไทย (ที่มีส่วนผสมยาสมุนไพร มีส่วนช่วยในการผ่อนคลาย และส่งเสริมการนอน)

2.2 ที่แช่เท้า

2.3 เครื่องนอนยางพารา (ฟูกนอน หมอน )

2.4 เครื่องนวดไฟฟ้า

## 3. สินค้าบำรุงผิวและรอบดวงตา

## 4. สินค้าเกี่ยวกับการบำรุงรักษาเส้นผมและป้องกันผมหลุดร่วง

## 5. อัญมณีเสริมดวง

## 6. เครื่องสำอางผู้ชาย

## 7. สินค้าสำหรับกลุ่มคนที่ต้องการพอม

7.1 ผลิตภัณฑ์ช่วยลดน้ำหนัก

7.2 อาหารแคลอรีต่ำ

7.3 อุปกรณ์ออกกำลังกาย

## 8. สินค้าสำหรับกลุ่มคนอ้วน

8.1 เสื้อผ้าและชุดชั้นในสำหรับคนอ้วน

8.2 เครื่องสำอาง ผลิตภัณฑ์บำรุงผิว

## 9. ผลิตภัณฑ์สำหรับคนโสด

9.1 เครื่องใช้ไฟฟ้าขนาดเล็ก อาทิ หม้อหุงข้าว, ไมโครเวฟและเครื่องซักผ้าขนาดใช้คนเดียว

9.2 สินค้าแฟชั่นที่เป็นมิตรต่อสิ่งแวดล้อม

## 10. สินค้าสำหรับสัตว์เลี้ยง

10.1 อาหารสัตว์ ของใช้สำหรับสัตว์เลี้ยง

## 11. อาหารเสริม โดยเฉพาะอย่างยิ่งผลิตภัณฑ์ที่มีสรรพคุณช่วยเสริมสร้างภูมิคุ้มกันได้

## 12. รงนก

## 13. สินค้าเพื่อสุขภาพ

13.1 ผลิตภัณฑ์ดูแลเส้นผม

13.2 ผลิตภัณฑ์ชำระล้างร่างกาย

13.3 ผลิตภัณฑ์ดูแลช่องปาก

13.3 ผลิตภัณฑ์ดูแลจุดซ่อนเร้น

13.4 ผลิตภัณฑ์สำหรับทำความสะอาดบ้าน และน้ำยาฆ่าเชื้อ

## 14. แม่และเด็ก



# Taobao Research

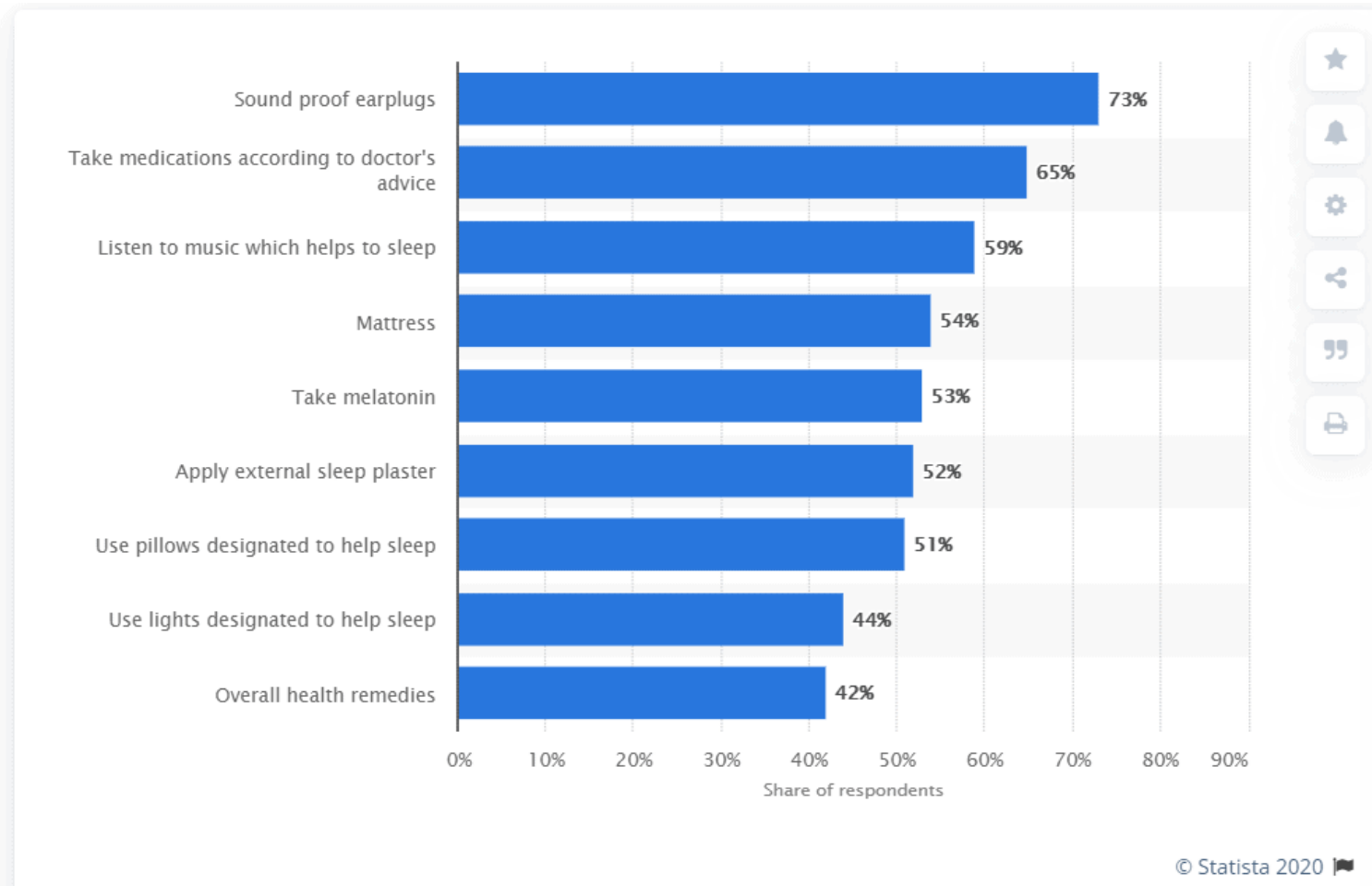
# Sales Volume



# Trend 1

# Sleeping Aid

# Trending Products



## The sleep tech market in China drives a 360 billion RMB sleep economy

The average sleep time in China is 6.92 hours, and the proportion of the post-90s with insomnia was 36.7% in 2019, so sleep products have broad market prospects.

A recent report from the Chinese Sleep Research Society showed that currently, 24.6% of Chinese people suffer from sleep disorders, and the sleep quality of 94.1% of the public does not meet the healthy standard.

Purchase behavior differs according to age. The report found that people aged over 40 are more likely to use treatment-based remedies such as natural foods and supplements, while those born in the 1980s want to improve their sleeping environment, spending a lot of money on high-end mattresses, bedding, and pillows.

In addition, those born in the 1990s tend to buy products such as eye masks and sprays.

The online consumption of sleep products has grown by more than 10% compared with the same periods in former years.

## Consider Xiaohongshu for your sleep aids products

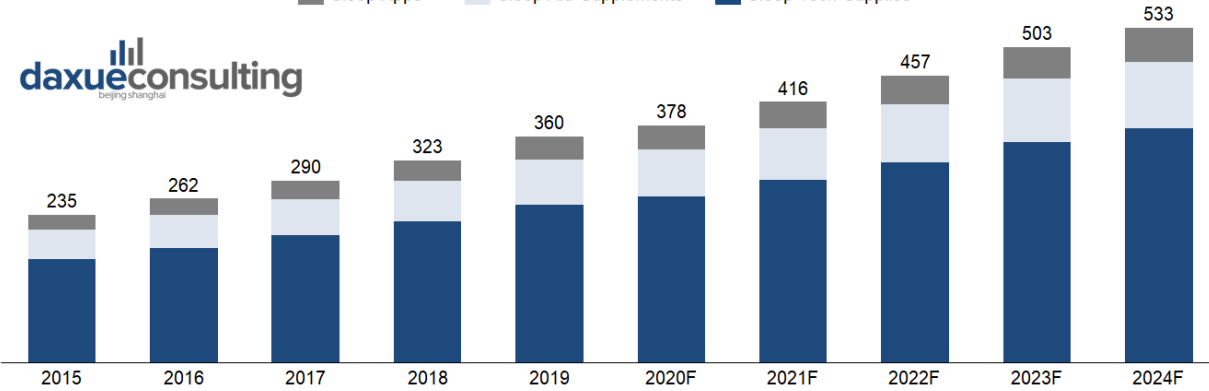
# Trending Products



## China Sleep Tech Market Size

(Billion RMB)

■ Sleep Apps    ■ Sleep Aid Supplements    ■ Sleep Tech Supplies



sleep tech supplies market contributes the most in the overall market (around 70%), following by sleep aid supplements by 20% and sleep aid apps by 10%. Here is the market breakdown of these three submarkets.

### Sleep tech devices market in China

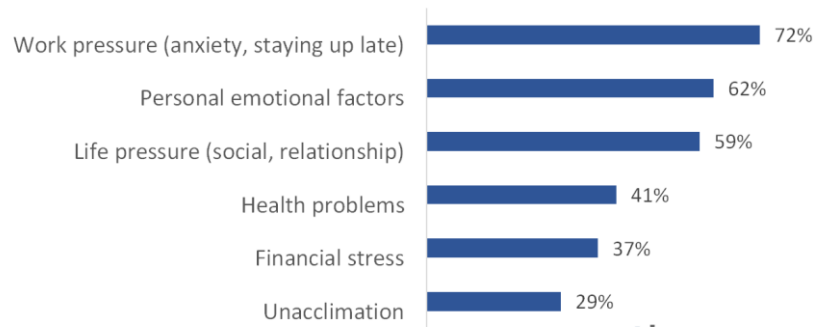
The global technology giants are constantly deploying sleep technology products

In addition to a wish of a deep sleep, facing frequent business trips and overtime, young people, especially from the [new middle class](#), also wish to have relaxing fragmented rest. The increasing sales of massage chairs, noise-reducing headphones indicates their need to quickly recover from body and brain fatigue.

These sleep aid apps offer services such as white noise, ASMR, relaxing music, sleep aid courses, sleep sound audio, etc.

among the top 30 most downloaded apps on the Chinese iOS app store within a year, there are five sleep tech apps under the health and fitness category. No.4 Huawei Health No. 9 Mi Fit No.10 Snail Sleep: Dreamtalk recorder

## Sleep disorder causes in China



# Estimate Sales Volume - อาหารที่ช่วยให้นอนหลับดีขึ้น



**Foods that help insomnia**

**Monthly sales volume**  
33,370 orders

**Est. monthly sales value**  
3,212,834.14 RMB

The collage consists of seven individual product listings:

- Listing 1 (Top Left):** Melatonin褪黑素片. Price: ¥86.00 (包邮). 8500+人收货. Promotion: 86 买一送一共90片.
- Listing 2 (Top Middle-Left):** Melatonin褪黑素片. Price: ¥108.00. 5000+人收货. Promotion: 买1瓶送1瓶 立减8元.
- Listing 3 (Top Middle-Right):** 修正褪黑素胶囊. Price: ¥49.90 (包邮). 2261人收货. Promotion: 买2送1 买3送2.
- Listing 4 (Top Right):** 清脂茶. Price: ¥19.80 (包邮). 2142人收货. Promotion: 七天20斤.
- Listing 5 (Middle Right):** Melatonin褪黑素片. Price: ¥86.00 (包邮). 8500+人收货. Promotion: 86 买一送一共90片.
- Listing 6 (Bottom Left):** 建议只买一盒. Price: ¥19.80 (包邮). 2124人收货. Promotion: 七天20斤.
- Listing 7 (Bottom Middle-Left):** 夜间大餐0负担. Price: ¥99.00 (包邮). 2087人收货. Promotion: 买2发5 买3发7.
- Listing 8 (Bottom Middle-Right):** 睡前一片. Price: ¥19.90 (包邮). 1221人收货. Promotion: 0元购.



# Estimate Sales Volume - สินค้าสปาไทย



**THANN**

经典扩香 橘香满溢

¥370.00 包邮 0人收货

泰国苏梅岛Bayview Spa泰式芳香按摩牛奶泡沫浴悬崖顶spa

四川 成都

**THANN**

馥郁花香 浪漫紫绕

¥299.00 包邮 476人收货

THANN庭润香木芳香精油10ml家用室内甜橙肉桂精油持久熏香泰国

江苏 无锡

**THANN**

清新柠檬草 异域风情

¥299.00 包邮 70人收货

THANN庭润东方系列芳香精油10ml家用室内柠檬草精油持久熏香泰国

江苏 无锡

**THANN**

浓情薰衣草 慵懒花香

¥299.00 包邮 45人收货

THANN庭润薰衣草芳香精油10ml室内熏香精油家用舒缓放松泰国

江苏 无锡

**THANN**

馥郁花果香 清新自由

¥299.00 包邮 42人收货

THANN庭润缤纷果园芳香精油10ml苦橙花室内熏香精油泰国

江苏 无锡

**THANN**

愉悦芳香 浪漫紫绕

¥680.00 包邮 38人收货

THANN庭润芳香精油50ml补充装甜橙香室内熏香精油泰国进口

江苏 无锡

**THANN**

泰国spa用品 芳香水疗调配工具 陶制闻香瓶 精油瓶 多种颜色任选

¥9.80 24人收货

美空顾问v小秋 湖北 荆州

**THANN**

经典扩香 橘香满溢

¥299.00 包邮 476人收货

THANN庭润香木芳香精油10ml家用室内甜橙肉桂精油持久熏香泰国

江苏 无锡

**Thai Spa Products**

Monthly sales volume  
927 orders

Est. monthly sales value  
2,652,610.5 RMB

# Estimate Sales Volume - ที่แช่เท้า



**好药材不打粉**  
专注排湿

买1发3 顺丰包邮 共90大包

¥68.80 1.0万+人收货

张嘉倪同款泡脚药包艾草叶排毒瘦身祛湿助睡眠足浴粉去湿气祛寒湿

瑶辰旗舰店 广东 广州

**强排湿 强驱寒**

去湿去油 助睡助眠 瘦肚助胃 去寒去冷

试用30包

顺丰包邮 领券减30元

买1发90大包

¥68.80 3792人收货

艾草泡脚中药包去湿气排毒瘦身男女调理宫寒祛寒湿足浴粉助睡眠

达纪雅旗舰店 浙江 杭州

江仁药业 始于1992

顺丰包邮

狂欢日 29周年

老中医极力推荐

每天仅售

买2发4可用120天 0.14元

¥8.90 3323人收货

汇仁艾草艾叶助睡眠泡脚中药包生美除臭脚干痒脚臭足浴粉去湿气

汇仁洗护旗舰店 广东 广州

**老中医极力推荐**

全家通用 解乏放松 四季皆宜 张嘉倪同款

拍2发10 = 300包

¥19.90 包邮 2826人收货

艾草红花中药泡脚药包去湿气排毒助睡眠足浴粉除臭脚干女士专用

心主题旗舰店 广东 深圳

**好药材不打粉**  
专注排湿

买1发3 顺丰包邮 共90大包

¥68.80 1.0万+人收货

张嘉倪同款泡脚药包艾草叶排毒瘦身祛湿助睡眠足浴粉去湿气祛寒湿

瑶辰旗舰店 广东 广州

**升级版 12味中草药材**

真材实料

返湿去寒 温经暖宫 助眠养颜 嘉倪同款

告别湿气 不再来

强效祛湿 买1送1 同款

¥78.00 包邮 2535人收货

泡脚中药包艾草叶瘦身排毒燃脂草本足浴粉泡脚去湿气助睡眠祛寒湿

恒尔顺家居专营店 湖南 长沙

祛湿驱寒 宫寒痛经 助眠养颜 手脚冰凉

真材实料不打粉

顺丰包邮

买1发3 共90包

¥49.80 2459人收货

张嘉倪同款泡脚药包艾草叶排毒瘦身祛湿助睡眠足浴粉去湿气祛寒湿

朵雅通旗舰店 浙江 杭州

天猫618 薇娅推荐同款

泡一次瘦3斤

咨询客服顾问 保价618 无效包退

买4发12 送祛湿足贴

¥69.00 1784人收货

泡脚中药包艾草叶瘦身燃脂祛湿气寒足浴粉助睡眠女调理肥胖

豫顺堂旗舰店 河南 郑州

**18味药材 不打粉**

顺丰包邮 排湿驱寒 全家适用 四季皆宜

领券再减20元

买2送1 买3送3

¥58.80 1703人收货

泡脚中药包艾草艾叶红花生美草本足浴粉祛湿祛寒去湿气助睡眠

慧甜旗舰店 浙江 杭州

**Foot Bath**

Monthly sales volume 37,771 orders

Est. monthly sales value 2,305,358.60 RMB

# Estimate Sales Volume - เครื่องนอนยางพารา



**南极人 Nanji ren** 厚度可达9cm 30天免费试睡

加厚约9cm

¥68.00 包邮 3.5万+人收货

南极人床垫乳胶软垫家用加厚宿舍单人学生垫褥榻榻米垫子海绵垫被

南极人摩亚专卖店 上海

**南极人 Nanji ren**

抢购价 49.00 包邮 2.5万+人收货

收藏加购 优先发货

泰国乳胶冰丝凉席 乳胶冰丝凉席三件套夏天家用可水洗单人学生宿舍软草席子夏季

南极人倍莱专卖店 江苏 南通

**JACE 天猫国际**

亲肤凉感 一秒降温

¥399.00 包邮 1.5万+人收货

领券下单立减50元

泰国进口

【薇娅推荐】国内直发JACE泰国夏季可水洗冰丝天然乳胶凉席三件套

jace海外旗舰店 广东 佛山

**南极人 Nanji ren** 泰国乳胶 免费试睡30天

母婴面料放心裸睡

好乳胶 抗菌可水洗 A类

¥109.00 1.5万+人收货

A类乳胶凉席三件套夏季裸睡家用冰丝可水洗折叠学生宿舍单人席子3

盛圣旗舰店 江苏 南通

**南极人 Nanji ren** 厚度可达9cm 30天免费试睡

加厚约9cm

¥68.00 包邮 3.5万+人收货

南极人床垫乳胶软垫家用加厚宿舍单人学生垫褥榻榻米垫子海绵垫被

南极人摩亚专卖店 上海

**南极人 Nanji ren** 免费睡30天 5mm泰国乳胶

可水洗/可裸睡/无异味

好乳胶 抗菌母婴级 A类

¥49.00 包邮 1.5万+人收货

乳胶凉席三件套夏季双人家用裸睡可水洗折叠学生宿舍单人冰丝席子

南极人倍莱专卖店 江苏 南通

**南极人 Nanji ren** 免费试睡30天

爆亏 限购一件! 拍下立减10

抗菌乳胶 塌陷包赔 22.00 包邮 1.0万+人收货

乳胶床垫软垫榻榻米垫子租房专用1.5米床褥子学生宿舍单人海绵垫被

南极人摩亚专卖店 上海

¥79.00 1.0万+人收货

冰丝乳胶凉席三件套夏季可机水洗1.5米单人褥子学生宿舍单人海绵垫被

苏管家旗舰店 江苏 南通

**黄古林 中华老字号**

限时领券立减 618返场

¥25.90 9500+人收货

黄古林凉席枕套一对夏季防磨单人学生乳胶枕芯套子单个枕头套子

黄古林旗舰店 浙江 宁波

## Latex Bedclothes

Monthly sales volume  
490,428 orders

Est. monthly sales value  
57,520,894.10 RMB

# Estimate Sales Volume - เครื่องนวดไฟฟ้า



<p><b>液晶触控屏</b> 专业级筋膜枪</p> <p>超长续航   99档力度调节</p> <p>即刻缓解肌肉酸痛僵硬 促进血液流通 改善身体软组织</p> <p>79起 专业筋膜枪 品质保障 500强大品牌</p> <p>¥129.00 3.0万+人收货</p> <p>筋膜枪肌肉放松按摩器电动家用颈膜机仪健身劲膜枪mini肌膜仪</p> <p>福客莱旗舰店 浙江 金华</p>	<p>HUAWEI HiLink 生态产品</p> <p>顺丰包邮</p> <p>专业健身房级筋膜枪</p> <p>2021年筋膜枪 销售额第1</p> <p>¥175起</p> <p>¥399.00 2.5万+人收货</p> <p>筋膜枪肌肉放松颈膜枪健身仪专业级按摩机(支持HUAWEI HiLink)</p> <p>kus官方旗舰店 浙江 金华</p>	<p>限购一台</p> <p>69起 领券立减100元</p> <p>¥134.00 9000+人收货</p> <p>志高筋膜枪肌肉放松电动按摩器仪颈膜机多功能健身震动迷你专业级</p> <p>庄印运动专营店 浙江 金华</p>	<p>KONKA 康佳</p> <p>99档力度调节 12小时持久续航</p> <p>减轻肌肉疲劳 升级·液晶触控 数字显示</p> <p>康佳筋膜枪 销量第1</p> <p>¥169.00 8500+人收货</p> <p>康佳KONKA筋膜枪肌肉按摩器放松电动肌膜仪健身颈膜机小型劲膜枪</p> <p>konka康佳十星专卖店 浙江 金华</p>	<p>DESIGN FOR USA</p> <p>液晶触控屏</p> <p>专业级筋膜枪</p> <p>超长续航   99档力度调节</p> <p>79起 专业筋膜枪 品质保障 500强大品牌</p> <p>¥129.00 3.0万+人收货</p> <p>筋膜枪肌肉放松按摩器电动家用颈膜机仪健身劲膜枪mini肌膜仪</p> <p>福客莱旗舰店 浙江 金华</p>
<p>健康送 送运费险 腿脚通用</p> <p>加大机型</p> <p>¥219.00 6000+人收货</p> <p>足疗机全自动穴位揉捏按摩小腿腿部脚部足底脚底足部家用按摩器仪</p> <p>康健源旗舰店 浙江 金华</p>	<p>AUX 奥克斯</p> <p>品牌直营 专业级筋膜枪</p> <p>活动到手价: ¥159起</p> <p>¥259.00 5500+人收货</p> <p>奥克斯筋膜枪肌肉放松电动按摩器仪颈膜枪健身上专业级肌膜机492</p> <p>苏宁奥克斯官方旗舰店 江苏 南京</p>	<p>聚划算</p> <p>80mm深层按摩</p> <p>“天猫精灵AI 智能交互”</p> <p>智能按压模式</p> <p>关注抽好礼/中奖率99.9%</p> <p>到手低至: ¥279</p> <p>¥329.00 3861人收货</p> <p>菠萝君booster深层电动肌肉放松M款筋膜枪按摩机颈膜枪健身器材</p> <p>菠萝君旗舰店 江苏 苏州</p>	<p>Deep-level</p> <p>深层理疗 带来全家健康</p> <p>¥449.00 3053人收货</p> <p>全自动足疗机小腿穴位揉捏按摩脚部足底脚底足部家用按摩器仪</p> <p>康健源旗舰店 浙江 金华</p>	

**Massage Machine**

Monthly sales volume  
175,543 orders

Est. monthly sales value  
62,648,883.00 RMB



# Trend 2

# Eye Care

# Trending Products



## Top Performing Product Categories in 6.18 Campaign 2020



For example, during the recent 618 Tmall Shopping Festival, eyes make up have seen a sale growth of +166% in the Chinese market.

From the perspective of Chinese cosmetics consumers, people born in the 1970s-1990s are the leading force whose consumption accounts for nearly 90%, of which nearly 40% is contributed by those born in the 1980s.

Foreign brands still play a dominant role in the Chinese cosmetic market, Foreign brands have always been considered more reliable, expert, and trendy for Chinese consumers, leading them to spend even a higher price for foreign cosmetics products.

For example, French cosmetics group L'Oreal said during the past months, sales of eye makeup products, including eyeliners, eye shadows, mascara, and eyebrow pencils grew faster than other product categories in the Chinese market.

Many cosmetics brand like L'oreal, Shiseido, Estée Lauder, Urban Decay, Revolution, the Chinese brand Perfect diary and others have started to raise the concept of makeups paired with surgical masks, and they promoted the content on popular social media platforms such as Wechat, Weibo, Tik Tok (Douyin), and Little Red Book(Xiaohongshu).

# Estimate Sales Volume – สินค้าบำรุงผิวและรอบดวงตา



The screenshot displays three product listings on the Taobao.com platform:

- Estée Lauder:** "雅诗兰黛小棕瓶熬夜眼霜15ml 淡化细纹黑眼圈眼袋紧致 官方正品". Price: ¥520.00. Monthly sales: 10万+.
- Lancôme:** "兰蔻菁纯臻颜焕亮眼霜20ml 淡化干纹细纹". Price: ¥1080.00. Monthly sales: 6万+.
- L'Oréal Paris:** "欧莱雅紫熨斗眼霜6色因保湿补水抗皱提拉紧致30ml". Price: ¥335.00-485.00. Monthly sales: 20万+.

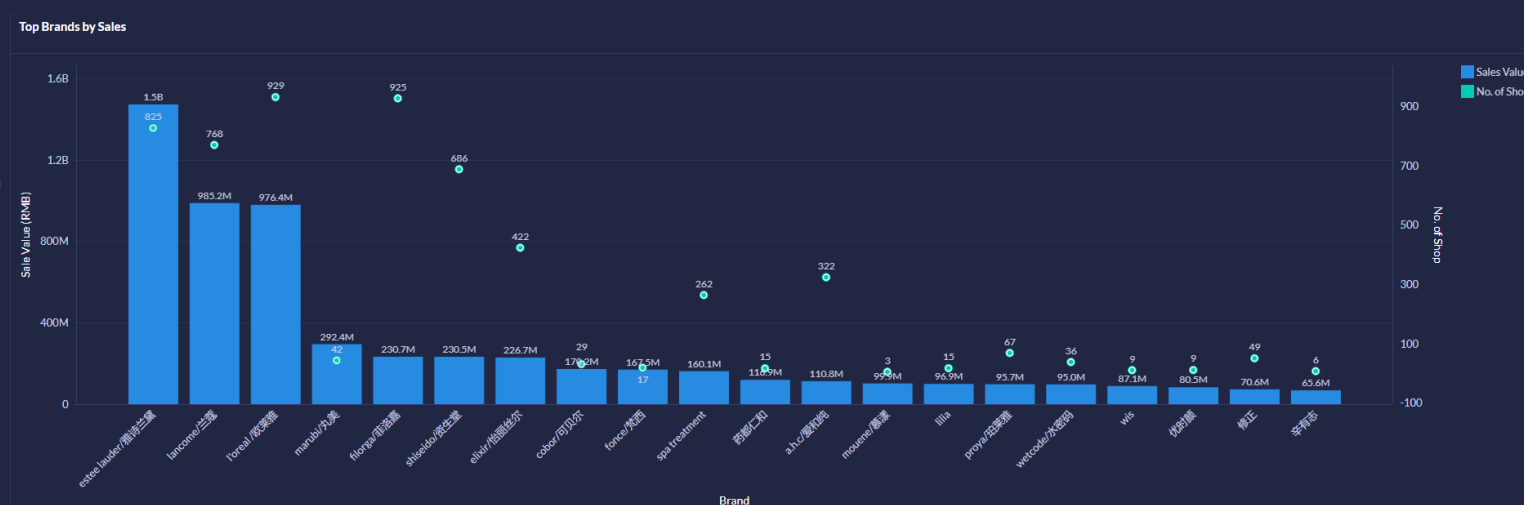
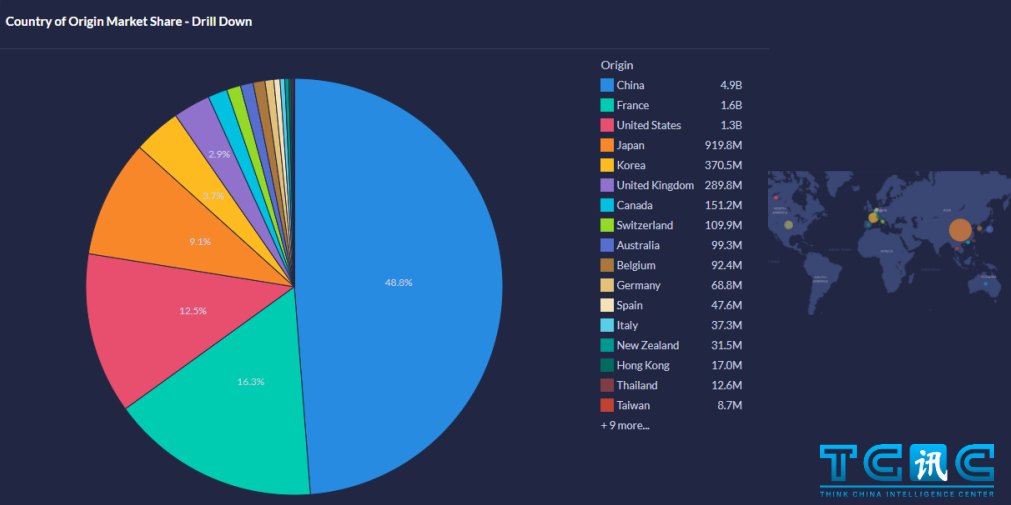
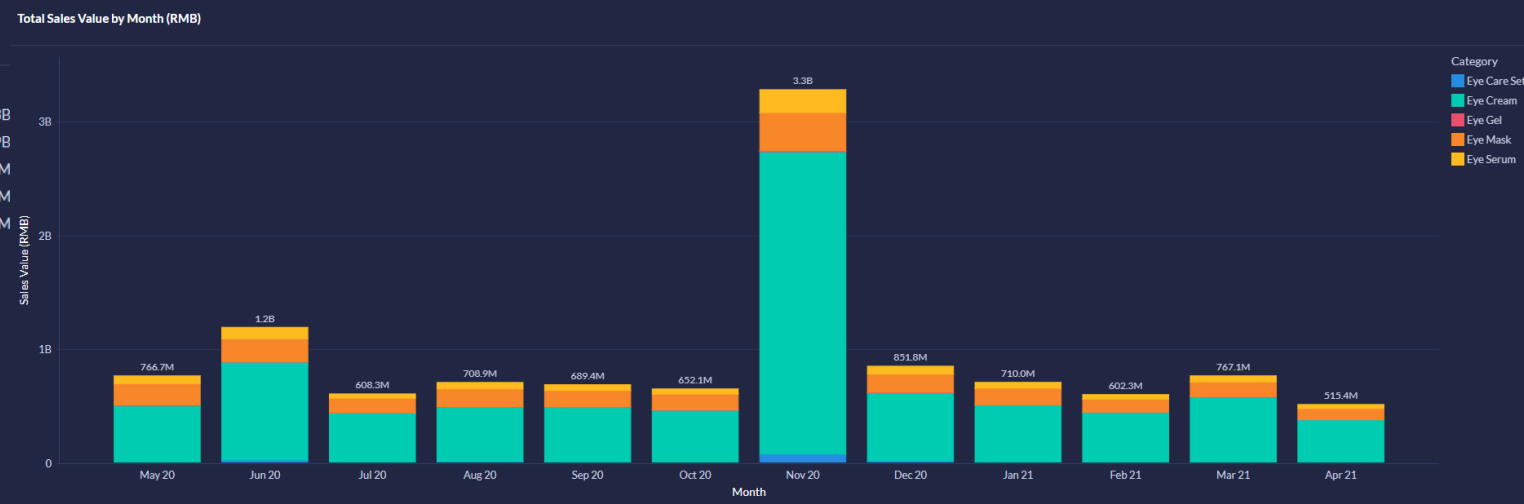
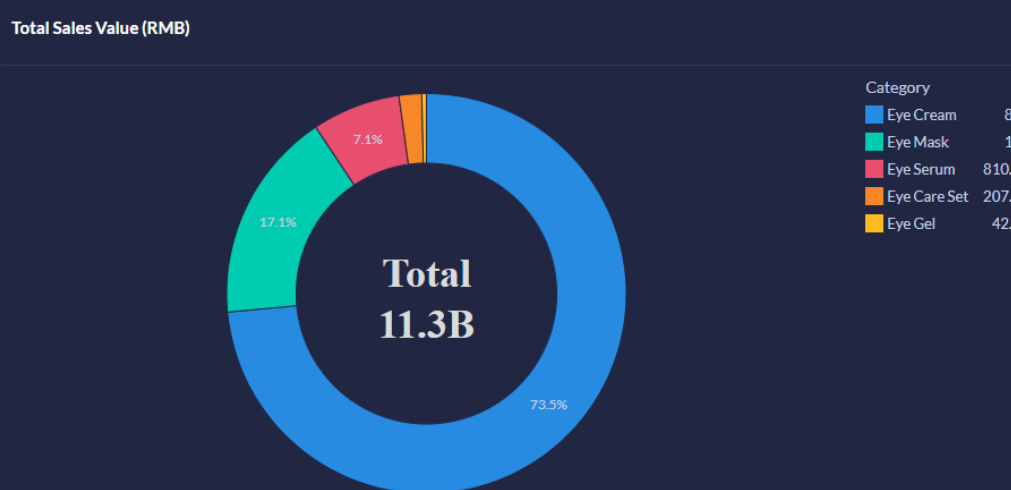
Other visible listings include Marubi eye cream and Elixir eye cream.

**Eye Care**

**Monthly sales volume**  
7.6 Million orders

**Est. monthly sales value**  
1.2 Billion RMB

# Estimate Sales Volume – สินค้าบำรุงผิวและรอบดวงตา

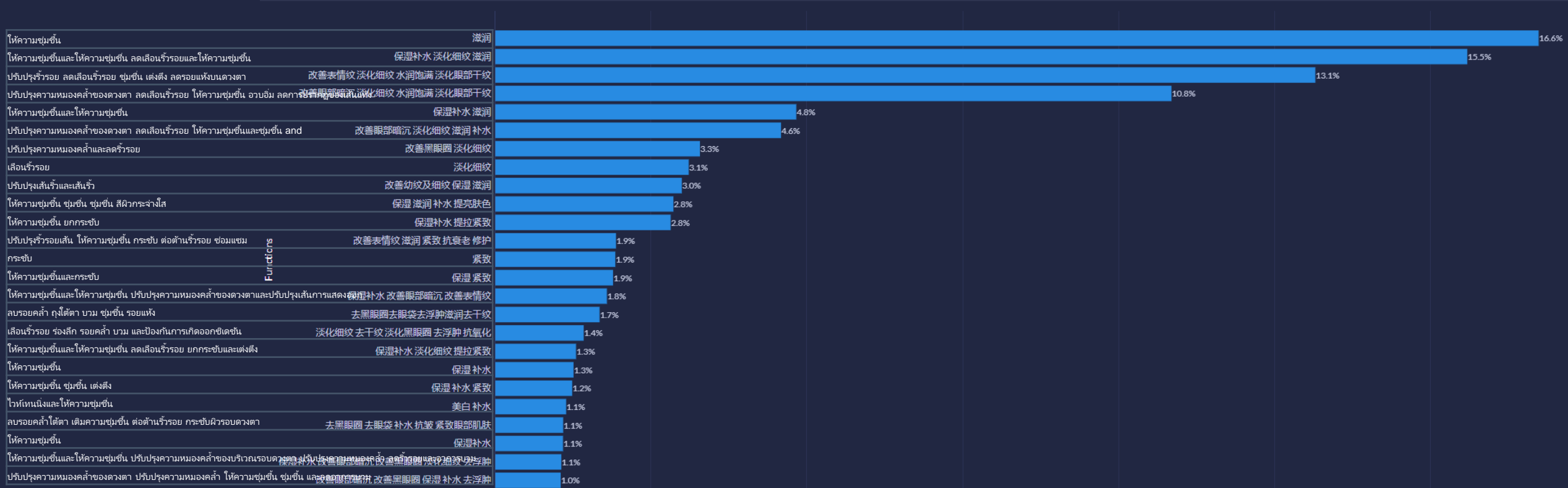




# Estimate Sales Volume – สินค้าบำรุงผิวและรอบดวงตา



Popular Product Functions by Sales



Source: Taobao, TCIC

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# Trend 3

# Hair Care

# Estimate Sales Volume - บำรุงรักษาเส้นผม



**头发蓬松x3**  
THE HAIR FLEECINESS

买1送1  
送同款

到手价: **45元/瓶**

防脱护发 控油去屑

¥89.90 6.5万+人收货

有情生姜洗发水防脱发生发去屑止痒控油蓬松男女士专用姜汁膏露

有情旗舰店 广东 广州



**仁和药业**

防脱+生发  
头发越洗越多

特添水解燕麦蛋白 强韧秀发

顺丰包邮

券后价 **¥79**

加送价值69元赠品

¥69.90 1.0万+人收货

生姜洗发水防脱发生发增发密发护发洗发露去屑止痒控油洗头膏正品

滋益堂旗舰店 浙江 杭州



阿道夫 阿道夫官方旗舰店

头皮轻洗护  
发根更牢固

券后价 **¥69**

领券立减5元

¥69.00 2.0万+人收货

【白嫩亲同款】阿道夫防脱护发洗发水生姜控油蓬松男女生发洗发水

阿道夫旗舰店 广东 广州



PINKYPINKY 贝肌

防脱护发  
均衡头皮油脂

券后价 **¥89.90**

拍3瓶! 第2、3件0元

¥89.90 1.5万+人收货

缤肌王妃洗发水防脱护发生发增发去屑止痒控油男女士正品洗发膏露

pinkypinky旗舰店 广东 广州



BodyAid 博高琴叶生发防脱洗发水

官方授权正品

券后价 **¥69**

¥69.00 1.0万+人收货

Bodyaid博高琴叶生发防脱洗发水生发金星推荐博高官方正品旗舰店

通过天 浙江 杭州



**头发蓬松x3**  
THE HAIR FLEECINESS

买1送1  
送同款

到手价: **45元/瓶**

防脱护发 控油去屑

¥89.90 6.5万+人收货

有情生姜洗发水防脱发生发去屑止痒控油蓬松男女士专用姜汁膏露

有情旗舰店 广东 广州



高级生姜精华  
控油也固发

控油→固发→防脱

·控油蓬松  
·防脱护发  
·强韧发根

券后价 **¥69.00**

¥69.00 1.0万+人收货

生姜洗发水防脱发生发增发去屑止痒控油蓬松洗头膏男女士正品旗舰店

韩方五谷旗舰店 广东 广州



霸王 x 618 返场

券后价 **¥36.2**

第二件半价

¥55.00 1.0万+人收货

霸王育发液防脱生发增发密发护发营养液头皮护理头发增长液生发液

霸王官方旗舰店 广东 广州



**Hair Care for Hair loss**

Monthly sales volume  
520,665 orders

Est. monthly sales value  
44,627,263.20 RMB

# Estimate Sales Volume - ยาบปลูกผม



淘宝宝贝 脱发发药 搜索 在结果中排除 请输入要排除的词 确定

<p>专利防脱 养出蓬蓬发量 第二套半价 到手价 ¥27.7</p> <p>¥55.40 1.0万+人收货</p> <p>云南白药养元青控油防脱洗发水增发洗发水洗发露洗头膏育发液套装</p> <p>云南 昆明</p>	<p>专利防脱 养出蓬蓬发量 买就送 ¥299电吹风 到手价 ¥123</p> <p>¥143.00 1980人收货</p> <p>云南白药养元青控油防脱洗发水增发洗发水洗发露洗头膏育发液套装</p> <p>云南 昆明</p>	<p>一洗一育 拯救发际线 买就送 ¥299电吹风 到手价 ¥123</p> <p>¥143.00 1073人收货</p> <p>云南白药养元青控油防脱洗发水增发洗发水洗发露洗头膏育发液套装</p> <p>云南 昆明</p>	<p>防脱特妆 蓬蓬发量 抢! 一次带走10件 到手价 ¥164.8</p> <p>¥85.80 920人收货</p> <p>云南白药养元青洗发水控油防脱洗发水增发洗发水洗发露洗头膏育发液套装</p> <p>云南 昆明</p>
<p>防脱生发 乌发控油 收藏加购优先发 到手价 ¥48</p> <p>¥48.00 722人收货</p> <p>天然无硅油何首乌皂角洗发水无患子侧柏叶生姜中药生发乌发防脱</p> <p>山东 枣庄</p>	<p>仁和药业 古方生发 萃取草本植物中药精华 生发套装</p> <p>¥178.00 720人收货</p> <p>仁和药业育发液生发增发密发增发长液女士防脱生发液浓密男士</p> <p>浙江 杭州</p>	<p>专利防脱 养出蓬蓬发量 第二套半价 到手价 ¥27.7</p> <p>¥55.40 697人收货</p> <p>云南白药养元青洗发水控油防脱洗发水增发洗发水洗发露洗头膏育发液套装</p> <p>云南 昆明</p>	<p>发量开挂水 买就送精华导入梳 到手价 ¥79</p> <p>¥89.00 594人收货</p> <p>云南白药养元青育发液精华防脱洗发水护发密发液男女官万</p> <p>云南 昆明</p>

专利防脱 养出蓬蓬发量  
618返场  
第二套半价  
到手价 ¥27.7

¥55.40 1.0万+人收货

云南白药养元青控油防脱洗发水增发洗发水洗发露洗头膏育发液套装

云南 昆明

**Hair Regrowth Products**

**Monthly sales volume**  
21,126 orders

**Est. monthly sales value**  
1,804,460 RMB

# Estimate Sales Volume - วิภพม



**淘寶 Taobao** 宝贝 假发 搜索 在结果中排除 请输入要排除的词 确定

**¥8.80** 2.0万+人收货  
彩色挂耳烫假发片女长发贴片挑染一片式  
lisa同款接发条挂耳染发片  
艾妮雅旗舰店 天津

**¥39.80** 1.0万+人收货  
夜光色#挂耳染  
可修剪 易佩戴  
赛博朋克生色斑马ZTA太空球发带挂耳染染  
渐变假发片长发彩色隐形  
zta旗舰店 浙江 金华

**¥46.00** 1.0万+人收货  
新升级 蓬松发丝工艺  
艾妃三片接长发小片假发片无痕仿真贴片增  
增量蓬松长卷发女一片式  
艾妃旗舰店 浙江 金华

**¥24.80** 9500+人收货  
1秒蓬松 垫出美丽新高度  
假发片整发根贴片隐形无痕一片式两侧增  
增量蓬松长卷发女一片式  
艾妮雅旗舰店 河南 许昌

**¥8.80** 2.0万+人收货  
彩色挂耳烫假发片女长发贴片挑染一片式  
lisa同款接发条挂耳染发片  
艾妮雅旗舰店 天津

**¥36.00** 9000+人收货  
升级三片装 蓬松显发量  
假发女长发假发贴片一片式无痕隐形接发片  
大波浪卷发仿真假发片  
非凡假发旗舰店 河南 许昌

**¥15.90** 8500+人收货  
可修剪 易佩戴  
多色可选  
挂耳染假发片一片式无痕彩色接发片女长发  
自然渐变假发发片挑染  
小七云顶专卖店 河南 许昌

**¥18.80** 6000+人收货  
送运费险 真发空气刘海  
真发空气刘海假发女网红漫画假刘海自然前  
额隐形无痕齐刘海假发片  
phaeton美妆店 河南 许昌

**¥19.80** 6000+人收货  
假发女长发一片式隐形无痕仿真人发丝长直  
发增量接发片假发贴片  
艾妮雅旗舰店 河南 许昌

**Hairpiece products**

**Monthly sales volume**  
237,263 orders

**Est. monthly sales value**  
6,220,286.50 RMB



# Trend 4

# Men's Care

# Trending Products



Total Sales Value (RMB)

**171.2B**

Sales Volume (unit)

**1.4B**

No. of Products - Mar21

**879,267**

No. of Shops - Mar21

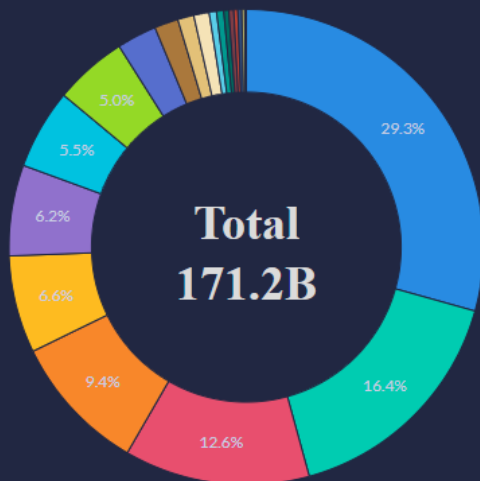
**196,840**

No. of Brands - Mar21

**85,162**

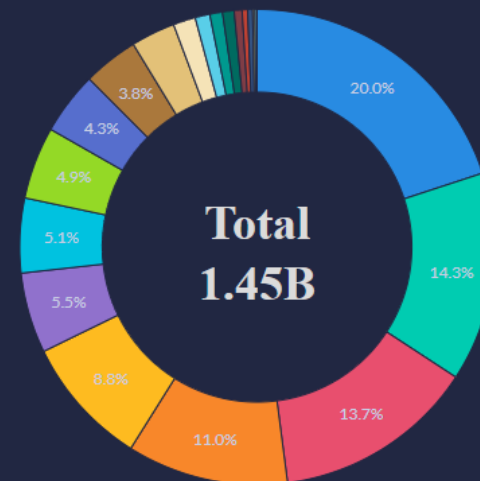
## Section 1. Market Overview Analysis

Total Sales Value (RMB)



<input checked="" type="checkbox"/> Category	Value (B)
<input checked="" type="checkbox"/> Facial Care Set	50.2B
<input checked="" type="checkbox"/> Mask (New)	28.1B
<input checked="" type="checkbox"/> Facial Cream - Lotion	21.6B
<input checked="" type="checkbox"/> Cleansing	16.1B
<input checked="" type="checkbox"/> Eye Care (New)	11.3B
<input checked="" type="checkbox"/> Toner	10.6B
<input checked="" type="checkbox"/> Body Care (New)	9.3B
<input checked="" type="checkbox"/> Sunscreen (New)	8.5B
<input checked="" type="checkbox"/> Men Care (New)	4.6B
<input checked="" type="checkbox"/> Hand Care (New)	2.8B
<input checked="" type="checkbox"/> Lip Care (New)	1.9B
<input checked="" type="checkbox"/> Aromatherapy Essential Oils	1.8B
+ 9 more...	

Total Sales Volume (Unit)



<input checked="" type="checkbox"/> Category	Value (B)
<input checked="" type="checkbox"/> Mask (New)	0.29B
<input checked="" type="checkbox"/> Facial Care Set	0.21B
<input checked="" type="checkbox"/> Cleansing	0.20B
<input checked="" type="checkbox"/> Facial Cream - Lotion	0.16B
<input checked="" type="checkbox"/> Body Care (New)	0.13B
<input checked="" type="checkbox"/> Sunscreen (New)	0.08B
<input checked="" type="checkbox"/> Toner	0.07B
<input checked="" type="checkbox"/> Eye Care (New)	0.07B
<input checked="" type="checkbox"/> Hand Care (New)	0.06B
<input checked="" type="checkbox"/> Men Care (New)	0.05B
<input checked="" type="checkbox"/> Lip Care (New)	0.04B
<input checked="" type="checkbox"/> Aromatherapy Essential Oils	0.02B
+ 9 more...	

# Trending Products



the Chinese men's facial skincare market is forecast to hit 12.5bn yuan (\$1.9bn) this year, and expand 50 percent to 18.5bn yuan (\$2.8bn) in 2025, research firm Mintel estimates.

Drawing on the huge reach of online retailers like Alibaba and JD.com, at least 10 new Chinese male skincare brands have been set up this year, according to media reports.

For now, the China market is dominated by three big foreign players – France's L'Oreal, Nivea maker Beiersdorf of Germany, and Japan's Rohto, home of the OXY brand. Together they have a combined share of 60 percent, according to Mintel. L'Oreal declined to comment for this article, while Beiersdorf and Rohto did not immediately respond to requests for comment.

The 24-year-old Shanghai education worker got into skincare as a student and splurged more than \$1,000 on creams and lotions in e-commerce firm Alibaba's giant Nov. 11 Singles Day promotion. "My need is to keep the skin moist and look pale," said Hou.

It's a priority shared by many of his peers, influenced by the spread of social media and South Korean pop culture that embraces a softer version of masculinity.



# Estimate Sales Volume – เครื่องสำอางผู้ชาย

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化妆品净含量 200g 202g 206g 207g

数量 1 件 库存422573件

立即购买 加入购物车

L'ORÉAL MEN EXPERT 欧莱雅男士官方旗舰店 线上专柜 正品保证

专业保湿 温和不油 皮肤含水量+70%\*

实收送5件礼

HYDRA POWER 欧莱雅男士水动力保湿洁面乳

2 欧莱雅男士水动力保湿洁面乳

立即购买 加入购物车

欧莱雅男士专用护肤品套装补水保湿洗面奶爽肤水 滋润补水 清爽不腻

价格 ¥299.00-349.00  
促销价 **¥209.00-299.00**

运费 江苏苏州 至 杭州 上城区 快递: 0.00  
现在下单, 预计6月24日送达

月销量 3万+ 累计评价 159667

化妆品净含量 270ml 套装容量

数量 1 件 库存4194件

花呗分期 登录后确认是否享有该服务 什么是花呗分期

¥71.26起x3期 (含手续费) ¥36.39起x6期 (含手续费) ¥18.71起x12期 (含手续费)

立即购买 加入购物车

BIOHERM HOMME 6.21-6.25 限时尊享 线上专柜

澎湃补水 夏日劲爽保湿

单笔实付满¥999赠 全球限量3000份 价值¥106

会员加赠 价值¥38

立即购买 加入购物车

碧欧泉男士护肤品套装水动力洗面奶保湿乳清爽补水 保湿补水 张艺兴代言同款

价格 **¥1025.00**

运费 江苏苏州 至 杭州 上城区 快递: 0.00  
现在下单, 预计6月24日送达

月销量 7000+ 累计评价 18731 送天猫积分 512

化妆品净含量 400ml

数量 1 件 库存764件

花呗分期 登录后确认是否享有该服务 什么是花呗分期

¥349.51x3期 (含手续费) ¥178.51x6期 (含手续费) ¥91.81x12期 (含手续费)

立即购买 加入购物车

91% 肌肤清爽无螨

79% 脸部不再泛红

72% 缓解刺痒痘痘

立即购买 加入购物车

Man SHK 2021年度天猫金妆奖 “最佳男士洁面奖”

实付满33元起买1送1

立即购买 加入购物车

火山泥洗面奶男士专用控油祛痘去黑头除螨虫旗舰店官方正品洁面乳 【实付满33元起买一送一送同款】

价格 **¥49.90-89.90**

运费 广东广州 至 杭州 快递: 0.00 EMS: 20.00

月销量 7万+ 累计评价 1302110 送天猫积分 24起

化妆品净含量 168g 336g 337g

数量 1 件 库存115156件

立即购买 加入购物车

服务承诺 过款包退 破损包退 正品保证 极速退款 支付方式 七天无理由退换

Men's Care

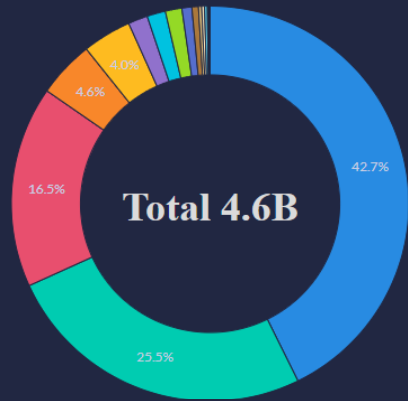
Monthly sales volume 4.7 Million orders

Est. monthly sales value 387 Million RMB

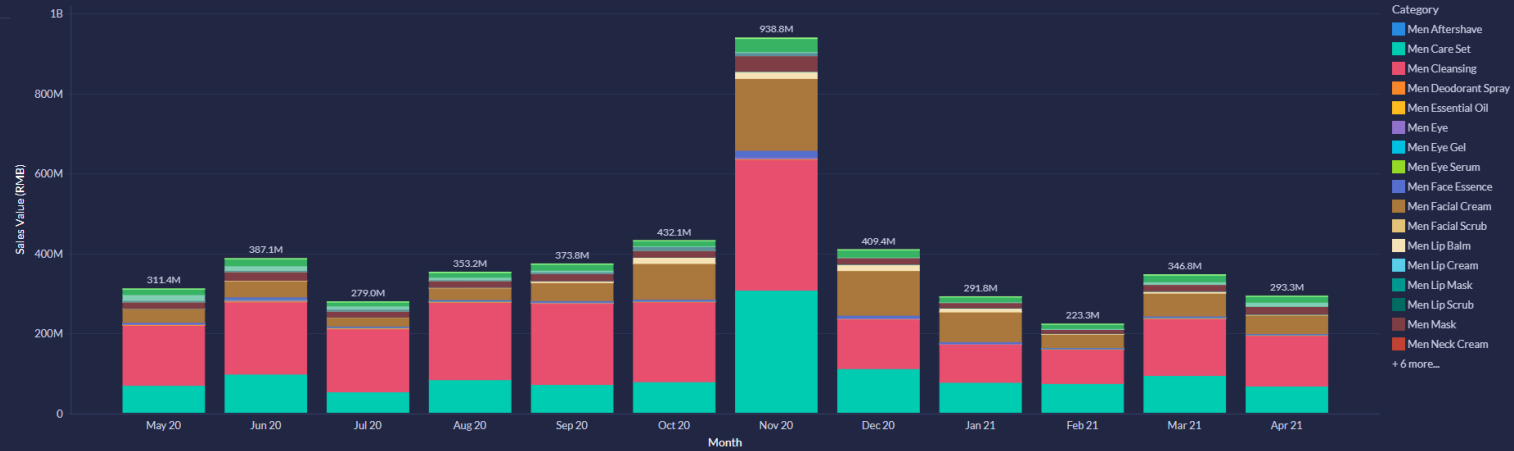
# Estimate Sales Volume – เครื่องสำอางผู้ชาย



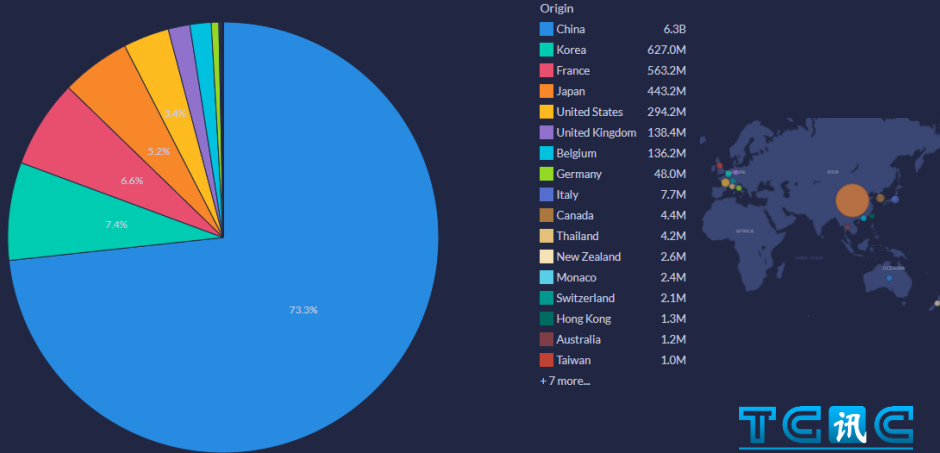
Total Sales Value (RMB)



Total Sales Value by Month (RMB)



Country of Origin Market Share - Drill Down



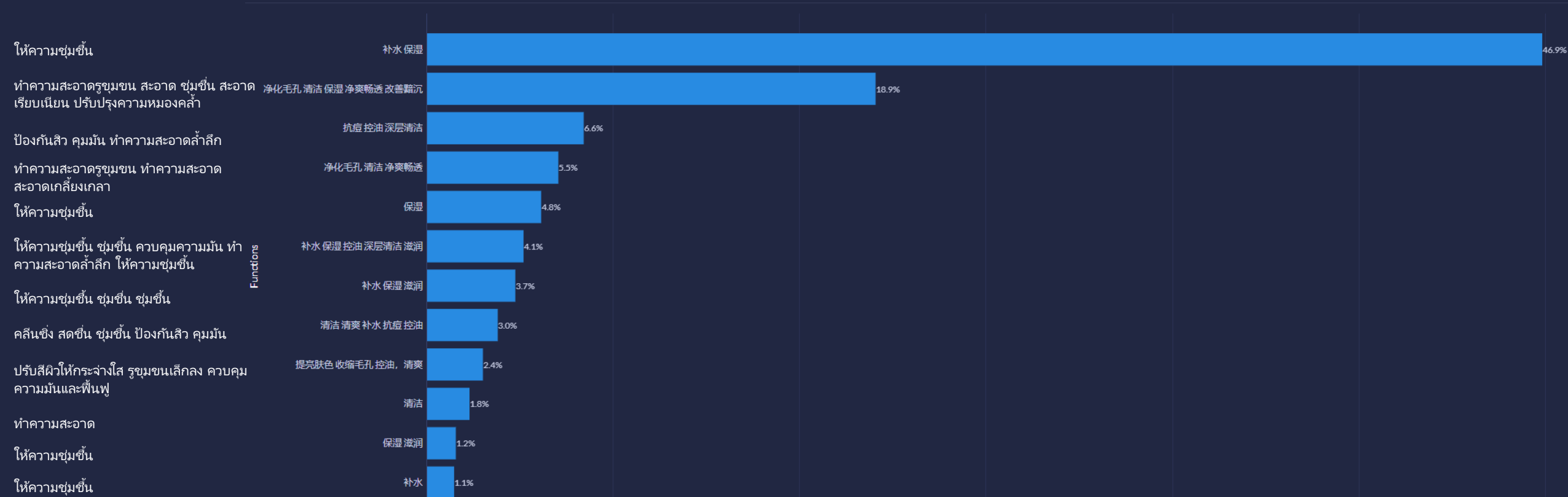
Top Brands by Sales



# Estimate Sales Volume – เครื่องสำอางผู้ชาย



Popular Product Functions by Sales





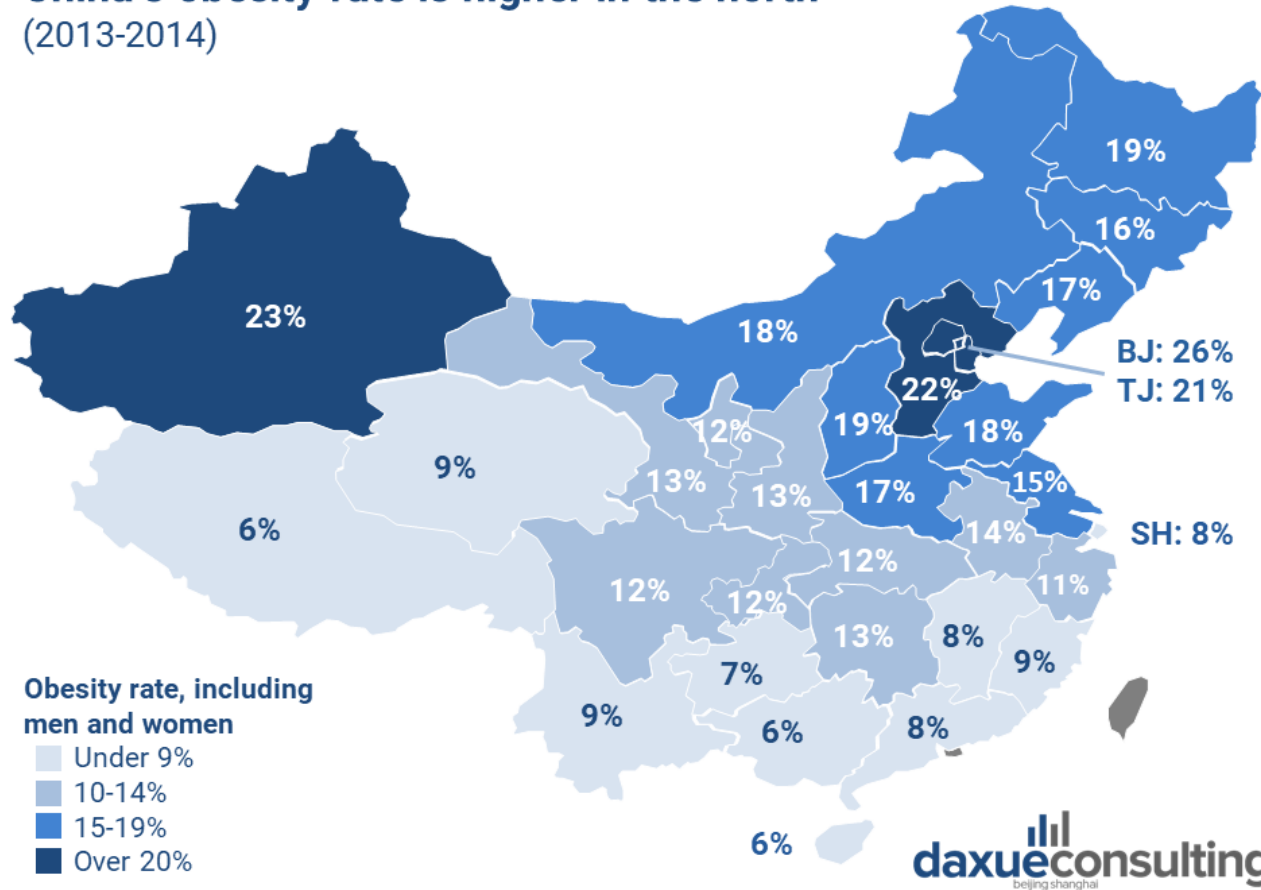
# Trend 5

# Weight loss

# Trending Products



## China's obesity rate is higher in the north (2013-2014)



One in five Chinese children are overweight

In 1995, approximately one in twenty (5.3%) Chinese children were overweight. In 2014, one in five (20.5%) Chinese children were overweight. This makes China's 2014 childhood overweight prevalence rate about the same as the USA in 1990.

Due to different culture of eating, exercise, and treating illnesses, we cannot assume that China's childhood obesity epidemic will mirror those of the United States and United Kingdom.

Chinese children in suburban or rural regions tend to be less active than those in urban regions.

In China, obesity is correlated with a higher income, whereas in western developed countries, obesity is correlated with a lower income.

As of 2018, there were 290 million patients with cardiovascular diseases in China, 245 million of which are hypertension. The same research shows that a shocking 45% of deaths in China are due to cardiovascular diseases, which is higher than the global average of 33%.

# Estimate Sales Volume – ผลิตภัณฑ์ช่วยลดน้ำหนัก



淘宝宝贝 减肥 搜索

Product Name	Price	Orders	Store
仁和药业 官方出品 轻松减	¥89.00	5.0万+人收货	浙江 杭州
买2件立省60	¥139.00	1.5万+人收货	北京
轻松燃脂瘦身 减肥	¥69.90	1.0万+人收货	浙江 杭州
十倍活性酵素 清肠排宿便	¥45.00	1.0万+人收货	广东 中山
十倍活性酵素 清肠排宿便	¥55.00	1.0万+人收货	广东 中山
适合着急型 三大瓶	¥278.00	1.0万+人收货	北京
爆款领券立减20元 拍2送8	¥79.00	7000+人收货	浙江 金华
澳洲燕麦片 薇娅推荐	¥39.90	6500+人收货	广东 广州

仁和药业 官方出品

不节食 不运动

轻松减

¥89.00 5.0万+人收货

包邮 仁和减肥瘦身燃脂排油 减脂左旋肉碱餐食品酵素茶暴

天下仁和旗舰店 浙江 杭州

**Weight-Loss Products**

Monthly sales volume  
372,505 orders

Est. monthly sales value  
21,977,842 RMB  
(mid-price 59 RMB.)

In 2019, The scale of China's functional slimming food market reached 194.53 billion RMB.

In 2023 is expected to grow to 402.08 billion RMB with an average annual compound growth rate of 19.9%

# Estimate Sales Volume - อาหารแคลอรีต่ำ



淘宝宝贝 减肥餐食品 搜索

Product Name	Price	Orders
全麦粉100% 现做现发 0脂肪 黑麦代餐面包2斤	¥27.60	2.5万+人收货
营养轻食代餐 美味   简约   不挨饿 拍1盒发3盒	¥39.80	1.5万+人收货
轻松燃脂瘦身 减肥 69.90	¥69.90	1.0万+人收货
免费试吃 喝三天 瘦八斤	¥29.90	9500+人收货
澳洲燕麦片 薇娅推荐 买1送1 代餐减肥专用	¥39.90	6500+人收货
祛湿胖 轻松度 买1送1 不瘦包退	¥39.90	5500+人收货
健身减脂代餐进 28.00	¥28.00	5500+人收货
低脂0糖精 14.9	¥13.90	4934人收货

全麦粉100% 现做现发 0脂肪

顺丰包邮 限时加购下单 赠送8元欧包 黑麦代餐面包2斤

¥27.60 2.5万+人收货

全麦黑麦面包片低0无糖精粗粮早餐代饱腹食品0减肥减脂

兵王的炊事班旗舰店

**Low-Calorie foods**

Monthly sales volume  
251,015 orders

Est. monthly sales value  
9,789,585 RMB  
(mid-price 39 RMB.)

In 2017-2020, the average annual growth of the meal-replacement market was 16%

In 2022 is sales of meal replacements in China expected to grow to 120 billion RMB, according to market research company Euromonitor International. That's up from 57.17 billion yuan (\$8.8 billion) in 2017.

# Estimate Sales Volume - อุปกรณ์ออกกำลังกาย



**Exercise machine**

**Monthly sales volume**  
1,147,038 orders

**Est. monthly sales value**  
34,411,140 RMB  
(mid-price 30 RMB.)

**In 2019, The value of the fitness equipment market in China reached 29.77 billion RMB.**

**In 2020 reached 39.52 billion RMB. an increase of 32.8%.**



# Estimate Sales Volume - เสื้อผ้าสำหรับคนอ้วน



Product	Price	Orders	Store	Location
加肥加大码学生短袖t恤女夏韩版加肥胖mm宽松显瘦白色半袖上衣	¥16.50	5500+	觉语旗舰店	广东 广州
冰丝防晒衣服男士夏季超薄款加肥加大码速干外套防晒夏装皮肤衣	¥98.00	5000+	杰衣服饰旗舰店	福建 泉州
加肥加大码mm显瘦短袖女夏装2021新款韩版宽松显瘦V领上衣	¥28.80	5000+	杰衣服饰旗舰店	广东 深圳
夏季短袖衬衫男士宽松半袖加肥加大码撞色拼接上衣潮流印花外套	¥78.00	3504	杰衣服饰旗舰店	浙江 杭州
夏季男士纯棉背心半袖加肥加大码韩版潮流无袖T恤修身上衣	¥39.80	2297	杰衣服饰旗舰店	浙江 杭州
夏季五分袖T恤男短袖半袖加肥加大码韩版潮流短袖T恤上衣	¥58.00	2193	杰衣服饰旗舰店	浙江 杭州
新款长袖T恤男潮流宽松纯棉内搭圆领衣服秋款加肥加大码打衫	¥16.50	1714	李海豹文雅000	河北 石家庄
中国风棉麻短袖T恤男半袖加肥加大码潮流印花半袖T恤	¥49.80	1644	杰衣服饰旗舰店	浙江 杭州

买一送一【两件装】

¥16.50 5500+人收货

包邮 加肥加大码学生短袖t恤女夏韩版加肥胖mm宽松显瘦

觉语旗舰店 广东 广州

**Plus Size Clothing**

Monthly sales volume  
71,494 orders

Est. monthly sales value  
4,146,652 RMB  
(mid-price 58 RMB.)

In 2018, China Daily reported that some shop owners on Taobao make over 15 million RMB a year selling plus-size clothing

In 2019, Muzi Lixiang is a brand on Taobao that has over generated nearly 100 million RMB.

# Estimate Sales Volume - ชุดชั้นในสำหรับคนอ้วน



**淘宝宝 Taobao**

宝贝 内衣 肥大码 搜索

**妈妈文胸**

2件装 90-220斤可穿 ¥19.90 1629人收货

2送1无钢圈3件49元 抢 ¥49.00 1294人收货

2件装 适合80-220斤穿 ¥45.00 1233人收货

买一送一 拍1件发2件 拍2件发4件 ¥49.90 1086人收货

2件装 90-220斤可穿 ¥19.90 1629人收货

买1送1 两件49.9 ¥49.90 709人收货

¥128.00 656人收货

2件装 ¥49.90 603人收货

5条装 ¥29.80 493人收货

**Plus size underwear**

**Monthly sales volume 18,139 orders**

**Est. monthly sales value 888,811 RMB (mid-price 49 RMB.)**

# Estimate Sales Volume - ผลิตภัณฑ์บำรุงผิวสำหรับคนอ้วน



The screenshot displays a Taobao search for '妊娠纹霜' (Stretch marks cream). The results include several product listings:

- Product 1:** L'QUALYN 舒缓淡纹 预防滋养. Price: ¥129.00 (包邮). 6000+人收货. Location: 江西 南昌.
- Product 2:** 仁和药业 7天淡纹 无效可退. Price: ¥88.00. 5500+人收货. Location: 上海.
- Product 3:** 南京同仁堂 官方正品 三天淡纹. Price: ¥68.00 (包邮). 4822人收货. Location: 广东 中山.
- Product 4:** 仁和药业 新旧妊娠纹 都可用. Price: ¥98.00 (包邮). 2462人收货. Location: 上海.
- Product 5:** 纹不掉 钱不要. Price: ¥79.00 (包邮). 2218人收货. Location: 广东 广州.
- Product 6:** bodorme 天恩6倍滋润. Price: ¥159.00. 1971人收货. Location: 浙江 杭州.
- Product 7:** SCOPHIL 赶走孕纹 抚平纹路. Price: ¥398.00. 1952人收货. Location: 辽宁 沈阳.

A large product detail card for 'L'QUALYN' is also shown, featuring the text '舒缓淡纹 预防滋养' and '买一送一' (Buy one get one free). Price: ¥129.00 (包邮). 6000+人收货. Location: 江西 南昌.

**Stretch marks cream**

**Monthly sales volume**  
55,708 orders

**Est. monthly sales value**  
10,584,520 RMB  
(mid-price 190 RMB.)



# Trend 6

# Single People

# Estimate Sales Volume - เครื่องใช้ไฟฟ้าขนาดเล็กสำหรับคนโสด



The screenshot shows a grid of Taobao search results for small appliances. The top navigation bar includes '宝贝' (Items), '家用电器小家电' (Home Appliances Small Appliances), and a search icon. The results are organized into several columns:

- Column 1:** Features a 'XINSHE' cordless stick vacuum cleaner. Price: ¥279.00 (original ¥279.00). 2145 people have purchased. Seller: 信社浦泽专卖店 (Xin She Pu Ze Special Store), Jiangsu Nantong.
- Column 2:** Features a 'Midea' mini rice cooker. Price: ¥139 (activity price). 365 days, no replacement needed. 1846 people have purchased. Seller: 美的佛山专卖店 (Midea Foshan Special Store), Guangdong Foshan.
- Column 3:** Features a 'Midea' 1-2 person mini rice cooker. Price: ¥119. 1696 people have purchased. Seller: 美的顺德专卖店 (Midea Shunde Special Store), Guangdong Shunde.
- Column 4:** Features a 'XINSHE' cordless stick vacuum cleaner. Price: ¥399. 308 people have purchased. Seller: 信社浦泽专卖店 (Xin She Pu Ze Special Store), Jiangsu Nantong.
- Column 5:** Features a 'XINSHE' cordless stick vacuum cleaner. Price: ¥499.00 (original price). 308 people have purchased. Seller: 信社浦泽专卖店 (Xin She Pu Ze Special Store), Jiangsu Nantong.
- Column 6:** Features a 'XINSHE' cordless stick vacuum cleaner. Price: ¥279.00. 2145 people have purchased. Seller: 信社浦泽专卖店 (Xin She Pu Ze Special Store), Jiangsu Nantong.
- Column 7:** Features a 'Huarui' refrigerator. Price: ¥729 (activity price). 198 people have purchased. Seller: 华日电器旗舰店 (Huarui Electrical Flagship Store), Zhejiang Hangzhou.
- Column 8:** Features a 'Midea' mini rice cooker. Price: ¥199. 133 people have purchased. Seller: 天猫超市 (Tmall Supermarket), Shanghai.
- Column 9:** Features a 'XINSHE' cordless stick vacuum cleaner. Price: ¥68.00. 124 people have purchased. Seller: 次壹楼 (Ci Yi Lou), Guangdong Jiangmen.
- Column 10:** Features a 'XINSHE' cordless stick vacuum cleaner. Price: ¥439.00. 116 people have purchased. Seller: 信社浦泽专卖店 (Xin She Pu Ze Special Store), Jiangsu Nantong.

The detailed product page for the XINSHE cordless stick vacuum cleaner features the following information:

- Brand:** XINSHE
- Model:** 新品升级 Air series A5
- Key Features:** 无线强劲吸力 (Wireless strong suction), 吸扫拖一机多用 (Suction, sweeping, and mopping in one machine).
- Price:** ¥239 (activity price)
- Shipping:** 包邮 (Free shipping)
- Seller:** 信社电器无线吸尘器家用大吸力手持式小型强力充电 (Xin She Electrical Cordless Vacuum Cleaner for Home Use, Large Suction Power, Handheld, Small, Strong Charging)
- Location:** 信社浦泽专卖店 江苏 南通 (Xin She Pu Ze Special Store, Jiangsu Nantong)

**Small Appliances**

Monthly sales volume  
10,897 orders

Est. monthly sales value  
2,953,087 RMB  
(mid-price 271 RMB.)

The market size in 2019  
is 401.5 billion RMB.

In 2020 it will be more  
than 470 billion RMB.  
(It is predicted that the  
market size will reach  
646 billion RMB in 2023.)

# Estimate Sales Volume - สินค้าแฟชั่นที่เป็นมิตรต่อสิ่งแวดล้อม



淘寶 Taobao

宝贝 环保时尚 搜索

Price	Orders	Seller	Location
¥16.90	1717人收货	881123songxin	广东 广州
¥12.90	1099人收货	小董董女包	河北 保定
¥19.90	810人收货	潘依都旗舰店	江西 上饶
¥17.90	686人收货	潘品堂旗舰店	浙江 宁波
¥69.90	591人收货	地板线社1	山东 青岛
¥22.80	579人收货	babyzhubaobei	上海
¥9.90	569人收货	水耀之奕旗舰店	浙江 金华
¥9.80	517人收货	韵生源旗舰店	浙江 温州

¥16.90 1717人收货

馨帮帮杂货铺便携大容量环保袋购物袋防水手提袋子外出时

881123songxin 广东 广州

**Eco friendly Product**

**Monthly sales volume**  
16,030 orders

**Est. monthly sales value**  
561,050 RMB  
(mid-price 35 RMB.)

# Estimate Sales Volume - สินค้าสำหรับสัตว์เลี้ยง



The screenshot shows a Taobao search results page for '宠物用品' (Pet Supplies). The search bar at the top contains '宠物用品' and '搜索' (Search). Below the search bar, there are several product listings:

- Listing 1:** 宠物用品狗狗尿片加厚除臭吸水泰迪尿垫尿布尿不湿垫吸水垫100片. Price: ¥8.80. 2.5万+人收货. Location: 上海.
- Listing 2:** 一键除毛猫犬通用. Price: ¥9.90. 2.5万+人收货. Location: 浙江 金华.
- Listing 3:** 一键除毛猫犬通用. Price: ¥13.80. 2.5万+人收货. Location: 江苏 南京.
- Listing 4:** 亏本冲销量 超高性价比. Price: ¥4.00. 2.0万+人收货. Location: 山东 济南.
- Listing 5:** 加厚升级 除臭口水. Price: ¥9.9. 2.0万+人收货. Location: 安徽 芜湖.
- Listing 6:** 无需刷牙 口气清新. Price: ¥46.90. 2.0万+人收货. Location: 江苏 苏州.
- Listing 7:** 大型收纳 方便清理. Price: ¥15.85. 1.5万+人收货. Location: 浙江 金华.
- Listing 8:** 赠送运费险. Price: ¥15.90. 1.5万+人收货. Location: 浙江 杭州.

This is a detailed view of a pet diaper product listing. The main image shows a package of 'PET DIAPERS' with a dog. The listing includes the following information:

- Price:** ¥8.80
- Shipping:** 2.5万+人收货
- Location:** 上海
- Promotions:** 第2件8折, 第4件0元, 领券减5元
- Product Name:** 宠物用品狗狗尿片加厚除臭吸水泰迪尿垫尿布尿不湿垫吸水垫100片
- Store:** 嗶心宠宠物用品专营店

**Pet supplies**

**Monthly sales volume**  
165,000 orders

**Est. monthly sales value**  
2,526,750 RMB



# Trend 7

# Immunity + Health



# Estimate Sales Volume – อาหารเสริมเพิ่มภูมิคุ้มกัน



**Health products**

Monthly sales volume  
57,000 orders

Est. monthly sales value  
7,548,150 RMB

# Estimate Sales Volume - 燕窝



The screenshot displays a grid of Taobao search results for 'Bird's nest' (燕窝). The top navigation bar includes the Taobao logo, search filters, and a search bar. The main content area features several product listings:

- 小仙炖 鲜炖燕窝 月套餐 45g\*28瓶 每周7瓶**: Price ¥2796.00, 7000+ orders.
- 小仙炖 鲜炖燕窝 月套餐 70g\*12瓶 每周3瓶**: Price ¥1996.00, 5000+ orders.
- 泡·小·燕**: Price ¥98.00, 4849 orders.
- 天然燕盏 超高泡发**: Price ¥178.00, 4571 orders.
- 燕缘大洲 即食冰鲜燕窝**: Price ¥49.83, 4178 orders.
- 孕产妇·免挑毛**: Price ¥119.00, 4155 orders.
- 雨季节燕**: Price ¥269.00, 3949 orders.
- 小仙炖 鲜炖燕窝 周套餐 45g\*7瓶 每周7瓶**: Price ¥699.00, 3661 orders.

This is a detailed view of a product listing for 'Little Fairy' (小仙炖) Bird's nest. The product is a 'Monthly Set' (月套餐) consisting of 45g\*28 bottles, delivered weekly (每周7瓶). The price is ¥2796.00, and it has received over 7000 orders. The listing includes a promotional banner for the 618 event, stating that the product is suitable for pregnant women and is ready to eat. The seller is 'Little Fairy Flagship Store' (小仙炖旗舰店) located in Hebei, Baofu (河北 廊坊).

**Bird's nest**

**Monthly sales volume**  
37,361 orders

**Est. monthly sales value**  
35,164,695 RMB

# Estimate Sales Volume - ผลิตภัณฑ์ดูแลเส้นผม



**淘宝宝贝 护发**

**Kimtrue 且初官方旗舰店**  
 累计爆卖 90W+瓶\*  
 亮泽柔顺 轻盈不油腻  
 拍下立即赠 巨薄发膜10ml\*1  
 ¥79.00 10万+人收货  
 KT且初元气橙发油护发精油改善毛躁 头发分叉干枯卷发护理KIMTRUE  
 Kimtrue且初旗舰店 江苏 无锡

**PANTENE**  
 潘婷三分钟奇迹氨基酸护发素70ml改善毛躁修护损伤  
 ¥19.90 10万+人收货  
 宝洁官方旗舰店 上海

**faboshi**  
 一抹顺滑 清爽不腻  
 ¥35.00 8.5万+人收货  
 faboshi护发精油正品头发卷发改善毛躁补水发油女防毛躁柔顺旗舰店  
 faboshi旗舰店 广东 广州

**天猫超市**  
 潘婷三分钟三分钟奇迹氨基酸发膜护发素70ml改善毛躁护发修护烫染  
 ¥19.90 8.5万+人收货  
 天猫超市 上海

**faboshi**  
 即抹即冲 柔顺顺滑  
 ¥11.90 包邮 8.0万+人收货  
 潘潘潘正品护发素发膜修复干枯毛躁柔顺顺滑专用女男士官方品牌店  
 faboshi旗舰店 广东 广州

**PANTENE**  
 给我3分钟 无惧秀发损伤  
 ¥110.00 包邮 8.0万+人收货  
 潘婷三分钟三分钟奇迹护发素修护干枯发改善毛躁柔顺骨正品非发膜  
 宝洁官方旗舰店 上海

**PANTENE**  
 深水泡弹发膜 瞬间激活发芯 澎弹亮泽  
 ¥540.00 包邮 7.5万+人收货  
 潘婷深水泡弹发膜修护干枯改善毛躁免蒸补水柔顺骨非护发素12ml\*8  
 宝洁官方旗舰店 上海

**PANTENE**  
 解决秀发难题 四款任选一款  
 ¥39.90 包邮 7.0万+人收货  
 潘婷三分钟三分钟奇迹护发素正品修护干枯女柔顺骨改善毛躁非发膜  
 宝洁官方旗舰店 上海

**KIMTRUE 且初官方旗舰店**

累计爆卖 90W+瓶\*  
 亮泽柔顺 轻盈不油腻  
 拍下立即赠 巨薄发膜10ml\*1

¥79.00 10万+人收货

KT且初元气橙发油护发精油改善毛躁 头发分叉干枯卷发护理KIMTRUE

kimtrue且初旗舰店 江苏 无锡

**Hair Care Products**

**Monthly sales volume 1,791,500 orders**

**Est. monthly sales value 144,473,220 RMB**

**China's Hair Care Products market reached 16.9 billion RMB in 2020**

# Estimate Sales Volume - ผลิตภัณฑ์ชำระล้างร่างกาย



The screenshot displays a Taobao search interface for '沐浴露' (Body Wash). The search results are organized into a grid of product cards. Each card features a product image, a price tag, a promotional banner, and a brief description. The products shown include '舒肤佳' (Soft Care) body wash in various sizes and scents, 'MILK BODY LOTION', 'Pigeon' baby wash, and 'OLAY' body wash. The prices range from approximately ¥17.4 to ¥79.90. The interface also shows search filters, a search bar, and navigation elements.

This is a detailed advertisement for Soft Care body wash. It features three bottles of different scents (fruit, blue, and purple) against a blue background. The text highlights '舒肤佳官方正品' (Official Soft Care Product) and '12小时长效守护' (12-hour long-lasting protection). The price is listed as ¥76.90 for three bottles. The advertisement also includes a '1次带走超值3件' (Take 3 items for super value) promotion.

**Body Wash Products**

**Monthly sales volume  
2,470,000 orders**

**Est. monthly sales value  
145,995,000 RMB**

# Estimate Sales Volume - ผลิตภัณฑ์ดูแลช่องปาก



**淘宝宝 Taobao** 宝贝 口腔护理 搜索 在结果中排除 请输入要排除的词 确定

**BOP** 鲜萃果香 清新漱净 蜂胶鲜果漱口水  
¥49.80 包邮 2.0万+人收货  
【徐璐同款】bop鲜果漱口水便携口腔清洁护理持久清新口气男女生  
bop洗护旗舰店 浙江 湖州

**清洁抑菌 持久留香**  
到手价 ¥8.8 清新口气 特添益生菌  
益生漱口水杀菌除口臭便携牙结石男女生 口腔护理异味清新口气  
天天特卖工厂店 浙江 杭州

**AvecMei** 平衡菌群 持久清新  
活动价 ¥68.00 买5支划算 51.6/支 顺丰包邮 偏远地区除外  
1.0万+人收货  
即赠推荐avecmei海洋之风益生菌牙膏清新口气 口腔护理清洁牙齿  
avecmei旗舰店 山东 济南

**清洁抑菌 持久清新**  
0刺激配方 温和漱口  
到手价 ¥5.90 清新口气 杀菌除口臭  
漱口水杀菌除口臭便携牙结石男女生口腔清洁护理持久清新口气  
天天特卖工厂店 浙江 杭州

**BOP** 鲜萃果香 清新漱净 蜂胶鲜果漱口水  
¥19.8 买2领券立减30  
¥49.80 包邮 2.0万+人收货  
【徐璐同款】bop鲜果漱口水便携口腔清洁护理持久清新口气男女生  
bop洗护旗舰店 浙江 湖州

**Kangaroo** 软性磨料 清新健齿  
¥38.00 包邮 5500+人收货  
袋鼠妈妈 孕妇牙膏缓解口臭 孕妇专用牙膏 孕产期月子口腔护理套装  
袋鼠妈妈旗舰店 广东 广州

**2020 护理刮舌器 去除舌苔 清新口气 三色可选**  
工厂直销 护理刮舌器1支装 爆款推荐  
¥27.90 包邮 4722人收货  
刮舌器舌苔清洁器刮舌器祛口臭舌苔厚白 口腔护理独立装手动  
香草芭拉 山东 济南

**TMALL 天猫** 0酒精 孕妇可用 立减20元  
¥79.90 3995人收货  
黑人漱口水口腔清洁护理果味女清新口气 家庭装  
darlie黑人旗舰店 江苏 苏州

**3初** 一漱蓝莓清新 360°口腔清洁 230ml 孕妇适用  
¥19.00 3612人收货  
子初孕妇漱口水孕产妇产后专用护理便携清新口腔孕妇待产用品  
子初旗舰店 江苏 盐城

**Oral care products**

**Monthly sales volume**  
145,000 orders

**Est. monthly sales value**  
6,390,000 RMB

**China's oral care products market reached 44.31 billion yuan in 2018**

# Estimate Sales Volume – ผลิตภัณฑ์ดูแลจุดซ่อนเร้น



The screenshot displays a search for '私处护理' (private parts care) on Taobao. The results include:

- 妇炎洁 官方旗舰店**: 本草精华原液升级. Price: ¥14.90. 2.0万+人收货. Product description: 妇炎洁女性妇科抑菌外阴清洗液私处护理液. Store: 妇炎洁官方旗舰店, 江西 宜春.
- 私处湿巾 清凉杀菌**: 拍2套送1盒 拍3套送3盒. Price: ¥34.90. 2.0万+人收货. Product description: 妇炎洁卫生湿巾洁阴私处房事湿巾清洁男女性护理单片装杀菌消毒. Store: 妇炎洁官方旗舰店, 江西 宜春.
- femfresh 618返场**: 领券1瓶立减10元 2瓶减20元. Price: ¥39.00. 2.0万+人收货. Product description: 英国芳芯femfresh女性私处洗护液护理液私处私密日常清洁私处洗液. Store: femfresh旗舰店, 江苏 苏州.
- 妇炎洁 官方旗舰店**: 日常护理 可外内阴清洗. Price: ¥52.90. 1.5万+人收货. Product description: 妇炎洁私处洗护液女性护理液冲洗器外阴本草抑菌清洗液旗舰店正品. Store: 妇炎洁官方旗舰店, 江西 宜春.
- 天猫超市**: ABC私处卫生护理液. Price: ¥25.00. 1.5万+人收货. Product description: ABC私处卫生护理液女性私密洗液清洗液止痒抑菌去异味200ml正品. Store: 天猫超市, 上海.
- secretthem**: 草本成分 抑菌 去垢 净味. Price: ¥79.90. 1.0万+人收货. Product description: 他秘男士私处抑菌护理液清洗液去垢止痒去异味去异味男清洗液. Store: secretthem他秘旗舰店, 广东 广州.
- 天猫超市**: ABC私处卫生湿巾. Price: ¥14.00. 1.0万+人收货. Product description: ABC卫生湿巾私处清洁护理女性湿巾抑菌率99.9%18片盒独立包装. Store: 天猫超市, 上海.
- 妇炎洁 官网正品**: 抑菌止痒祛异味. Price: ¥12.5. 8500+人收货. Product description: 妇炎洁私处护理液女阴道清洗液官网旗舰店止痒杀菌私密去异味洗护. Store: 妇炎洁闪享专卖店, 山东 泰安.
- 妇炎洁 官方旗舰店**: 本草精华原液升级. Price: ¥14.90. 2.0万+人收货. Product description: 妇炎洁女性妇科抑菌外阴清洗液私处护理液旗舰店官网正品洗护液. Store: 妇炎洁官方旗舰店, 江西 宜春.

**Private parts care**

**Monthly sales volume**  
360,000 orders

**Est. monthly sales value**  
34,700,000 RMB

**China's private parts care products market reached 793.9 million RMB in 2019**

# Estimate Sales Volume - ผลิตภัณฑ์สำหรับทำความสะอาดบ้าน



The screenshot displays a search for '消毒液' (disinfectant) on Taobao. The results are organized into a grid of product cards. Each card features a product image, a price tag (e.g., ¥37.9, ¥57.90), and promotional details like '下单满29立减10' (save 10 on orders over 29). Brands shown include Walch, 84, and Dettol. A prominent '天猫超市' (Tmall Supermarket) banner is overlaid on the right side of the search results, showing a large bottle of Walch disinfectant with a price of ¥37.9 and a '下单满29立减10' promotion.

**Disinfectant**

Monthly sales volume  
753,000 orders

Est. monthly sales value  
34,500,000 RMB

China's Disinfectant  
Products market  
reached 12 billion RMB  
in 2020



# Trend 8

# Mother & Child



# Trending Products



According to Statista market research, In 2019, the market size of mother and babies products in China reached approximately 2.7 trillion yuan, growing at around 15 percent rate annually in the past three years.

China's mother and babies products market is expected to grow steadily over the next decade due to growing demand from young parents who pursue high-end lifestyles, particularly in lower tier cities. In 2020 sales revenue from this sector is expected to reach 3 trillion yuan.

From community e-commerce, to user reviews left online, to simple discussion of new products on social media, Chinese mothers are using Internet as a source of information more than ever. For example, on the Chinese search engine Baidu, more than 100 million searches are conducted every month for Mother & Baby products.

During Covi-19 outbreak, the demand for mother and baby products has been high. For example, on JD.com sales of daily necessities, such as baby and mother clothes, artificial milk and diapers, increased 10 times on a yearly basis.

The Chinese online community, represented by the young Chinese generation, born in the late 1980s and early 1990s, has greater purchasing power than ever. Data from JD.com, the second Chinese e-commerce platform, showed that are these generation account for 70% of consumers of mother and baby products.

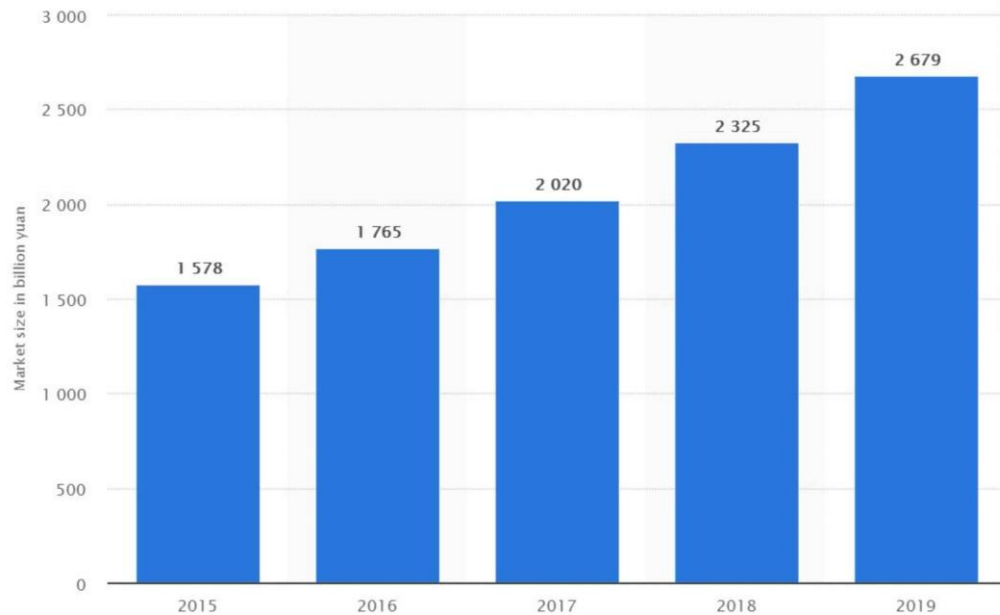
High degree of market saturation

- Baby food
- Baby skin care products

Low degree of market saturation

- Baby clothes
- Baby footwear
- Baby accessories
- Functional appliances
- Daily-use goods
- Toys
- Car seats

## MOTHER & BABIES MARKET IN CHINA



# Estimate Sales Volume



**Baby Skin care**

**Monthly sales volume**  
27,847 orders

**Est. monthly sales value**  
1,503,738 RMB  
(mid-price 54 RMB.)

**-In 2020, the total sales volume of baby skin care products on JD.com have exceeded 10 million, with total sales reaching 600 million RMB.**

# Estimate Sales Volume



淘宝宝贝 婴儿 沐浴露 搜索

Product Name	Price	Shipping
Pigeon 贝亲 婴儿宝宝儿童桃叶精华洗发水沐浴露泡沫二合一500ml	¥51.9 (原¥61.00)	上海
Yeeho 鲜活氨基酸水润泡泡SPA 拍1发2 到手2瓶	¥119.00 (原¥199.00)	上海
Yeeho 鲜活氨基酸水润泡泡SPA 拍1发2 到手2瓶	¥99.00 (原¥149.00)	上海
618会场 聚划算 洗沐合一 保湿泡泡 红色小象旗舰店 婴儿洗发水沐浴露二合一新生宝宝幼儿洗护用品	¥24.99 (原¥29.99)	上海
Mustela 妙思乐官方旗舰店 2合1 洗发沐浴露	¥79 (原¥99)	浙江 杭州
青娃三子洗发沐浴露二合一儿童洗发水宝宝洗护乳沐浴乳婴幼儿	¥29.80 (原¥44.90)	福建 漳州
天猫超市 洗沐合一水果精华	¥20.90 (原¥29.90)	上海
650g大容量 蛋白养肤 鳄鱼宝宝牛奶沐浴露洗发水二合一正品儿童新生宝宝专用洗护	¥39.90 (原¥49.90)	广东 广州

天猫超市

¥51.9 满1件打8.5折

¥61.00 7.5万+人收货

Pigeon 贝亲 婴儿宝宝儿童桃叶精华洗发水沐浴露泡沫二合一

天猫超市 上海

## Baby shower products

Monthly sales volume  
573,198 orders

Est. monthly sales value  
33,148,040 RMB  
(mid-price 57.83 RMB.)

-In 2019, the market size of China's infant toiletries was 69.42 billion RMB, baby shower cream 5.221 billion RMB.

# Estimate Sales Volume



**Infant formula milk powder**

**Monthly sales volume 127,657 orders**

**Est. monthly sales value 24,637,801 RMB (mid-price 193 RMB.)**

**-In 2019, the market size of China's infant formula milk powder reached 175.5 billion RMB, an increase of 7.8%.**

**-In 2020, sales of Infant formula milk powder from the Top companies increased by 4.51%.**

# Estimate Sales Volume



淘宝宝贝 婴儿奶瓶 搜索

Product	Price	Discount	Seller
Pigeon 160ml配SS奶嘴	¥119.00	下单立享85折	贝亲官方旗舰店
Hegen 新生儿宽口玻璃奶瓶	¥168.00	全店满599减50元	hegen旗舰店
Pigeon 240ml配L号奶嘴	¥119.00	下单立享85折	天猫超市
Hegen 新生儿宽口PPSU奶瓶	¥643.00	叠券购买立省145元	hegen旗舰店
Pigeon 330ml配L号奶嘴	¥119.00	下单立享85折	贝亲官方旗舰店
Pigeon 330ml配L号奶嘴	¥159.10	下单立享85折	天猫超市

天猫超市

预估到手价 **¥85.9** 下单立享85折

¥119.00 3.0万+人收货

Pigeon 贝亲新生婴儿宽口玻璃奶瓶绿160ml配SS号奶嘴\*1支 母乳实感

天猫超市 上海

**Baby bottles**

**Monthly sales volume**  
478,019 orders

**Est. monthly sales value**  
72,658,888 RMB  
(mid-price 152 RMB.)

**-In 2019, the total retail sales of baby bottles market in China was 6.13 billion RMB.**

# Contact Us



## Suanplern Market

3 floor, 3645 rama 4 Road,  
Thlong Tan, Klong Toei, BKK



098-228-5998  
065-984-2746



Line@: @levelupthailand



sales@levelupthailand.com



facebook.com/levelupchina

## Daily News & Update



<https://www.levelupthailand.com/learnchina>



“One of the largest China Marketing Agency in Thailand”

# About Us



Level up is a **digital marketing agency specialized in Thai to China Promotion**. We are **one-stop service** for Thai companies that wish to attract Chinese customer.

Founded in 2012, Level Up has helped many Thai companies expands to China market through our services including **strategic consultancy, business matching, online marketing social media management, key opinion leader (KOLs) promotion, e-commerce expansion, etc.**

# Our Vision



01

## Best-in-class solution

show cased by various trusted clients including large corporations listed on Stock Exchange of Thailand

02

## Experience

With **experience** of serving clients in broad range of industries including **Finance, Technology, Real Estate, Healthcare, and Tourism**, we can provide flexible and tailored made solution to suits your specific need.

03

## Long-term Relationship

We value **long-term relationship** and sustainable growth, therefore we strive to achieve maximum result with most **efficient** use of resource as possible.

# Founding Members



**BUHN  
BHUCHONGCHAROEN**

*Co-founder and CEO*



**ITTICHAJ  
ATHKRAVISOONTHORN**

*Co-founder and MD*



“Deep Understanding of  
**Chinese Consumer**”



# Chinese Tourism Marketing Trusted Clients



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# Our Services



## Strategies



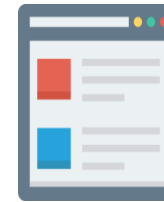
**Consulting  
Service**

## Social Media



**Social Media  
Management**

## Content Writing



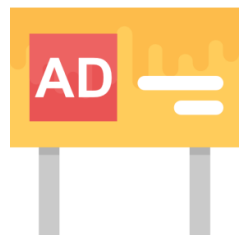
**Review / Content**

## KOL



**Key Opinion  
Leaders / Bloggers**

## Online Advertising



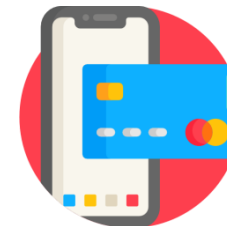
**Online Banner  
News PR**

## Offline Ads



**Magazine Airport  
media**

## Enablement



**WeChat Pay, Alipay  
Integration**

## E-Commerce



**Chinese E-Commerce,  
Taobao, Meituan, Ctrip etc**

# China Marketing Why Level Up?



## Trip.com



## bidding



## ebuy



### Exclusive Agent

#### Ctrip and Trip.com

- **Thailand Exclusive Agent Ctrip gourmet**
  - Promote for restaurant to Chinese tourist
- **Authorized Ctrip Global Shopping Advertisement Partner**
  - Banner, Advertisement campaign through Ctrip application & Website
- **Wholesale Supplier of travel product for Ctrip and Trip.com**
  - Sale tour ticket, coupon and voucher to tourist globally

### Thailand Partner

#### Programmatic Ads

- **Thailand partner for EternityX & BiddingX**
  - One of the largest Programmatic Ads provider in China
- **Extensive Advertisement network of 7,000+**
  - Banner, native ads and video
- **AI advertisement for precise targeting**
  - Choose interest form major platform e.g. JD.com, Ctrip, Aviation Bureau and search history

### Thailand Representative

#### e-Buy Information Technology

- **Thailand representative of Ebuy**
  - One of the largest Chinese technology company with registered capital of 50million RMB.
- **Provide e-Pos system**
  - points system for banks and financial institution in China
- **Huge Customer Base**
  - Serves more than 100million users and 100 financial institution with daily average transaction process more than 1billion points

### Advertisement Agency

#### China Marketing

- **Social Media Official Account and Management**
  - Weibo, Wechat, Xiaohongshu, Tiktok
- **Search Engine**
  - Baidu SEM, Seeding Article e.g. Mafengwo, 16Fan, press release
- **E-commerce**
  - Tmall Shop opening
  - Own Taobao Global and Douyin Shop
- **Special platform**
  - Ctrip & Dianping advertisement



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Thank you  
谢谢!

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**LEVEL** Up  
H O L D I N G