

## Haircare - China - January 2017

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“International brands are continuously investing in consumer education while Chinese brands are making less effort in this aspect. But education is what Chinese consumers need as they are not as sophisticated as manufacturers think. The popularity of imported products from South Korea and Japan also demonstrates the importance of telling a compelling story.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **A manufacturer-driven rather than a consumer-driven market?**
- **What you need to know about targeting post 80s and 90s?**
- **Players in China are facing a fierce battle against imported products**

It has so far proven difficult to introduce more steps into the Chinese haircare routine, thus manufacturers are focusing on premiumisation, which is the key driver of the market now. Manufacturers are leveraging different strategies to justify premium prices, with local brands focusing on ingredient themes such as silicon-free, amino acids etc, while international brands developing advanced technology and acquiring niche brands to enrich their product ranges.

Market players are however facing more challenges from imported products, especially those from South Korea and Japan. The competitive advantages of Chinese players are distribution and price rather than product itself, which should be an improvement priority.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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