

## Men's Toiletries - China - November 2012

Report Price: £2463.80 | \$3990.00 | €3129.79

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“Men were ignored for a long time in the toiletries market. Fragrances and toiletries were not things usually associated with the traditionally macho image of a man in China. However demands on men’s personal image have increased – due to climbing incomes and social and professional demands.”

– Jiang Xinyi, Research Analyst

In this report we answer the key questions:

- What are the growth drivers and barriers in China’s men’s toiletries market?
- What trends can we see in China’s men’s toiletries market?
- What are the key issues for the men’s toiletries market in China?
- What marketing strategies will be most successful for brands?
- How can local brands achieve greater growth in the market?

In the last decade, there has been a flood of male-targeted brands and products. These include the likes of Biotherm, Lancôme, Clinique, Shiseido, Clarins, Vichy and Dior; modern mass-market brands such as L’Oréal Paris, Olay, Garnier, Gillette, NIVEA, Mentholatum, Adidas and Biore; not to mention ascending Chinese brands including GF, Mensplus, ssda, YOUR-LIFE, Lei-di, Gaoxi, NBA and XIA WA.

Within the last five years, there has been a deluge of men’s toiletries brands and ranges being launched, as manufacturers jostle to capture market share. Men’s toiletries have become the most important segment in the market. In the last five years, the male market has become a driver of the toiletries industry and a powerful engine of growth for mature brands. The era of the metrosexual man has clearly arrived in China.

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