

## Facial Skincare - China - July 2013

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'Even though the facial skincare market is mature, there are still gaps that exist between consumers' needs and the products that are currently available. Diversification therefore offers an opportunity for domestic small brands and new players in the market, who were initially being squeezed by the sway of foreign giants.'

– Lui Meng, Chow, Research Analyst

This report looks at the following areas:

- Local brands and private label brands are increasingly significant in the market. But what has caused them to grow more significant in recent years?
- Despite the fierce competition from international brands, how can local and private label brands further expand and maintain their consumer base?
- The facial skincare products market in China has become crowded and consumers are getting more sophisticated in their facial care usage, however is there further room for diversification in product development to drive consumption?
- Facial care ingredients have been quite innovative locally and internationally. Can 'free-from' product claims stand out from the crowd in spite of all these ingredients and technology claims?

Domestic brands are currently developing well in the market through their deeper penetration of various distribution channels, and are particularly benefiting from the expansion of hypermarket, supermarket, beauty retailers and even the online beauty shopping. Domestic brands are also growing stronger in their marketing activities, including featuring on television entertainment shows. This signals that as Chinese women are developing more sophisticated routines, brands need to understand the demands of these women and the trends that these women are following.

The impact of rising income and increased skin concerns in China, has seen the facial care industry move its focus from providing simple facial care to include those products which deliver on specialised facial care treatment and also facial sub-segment treatments. Consequently, value sales of specialised facial skincare products are increasing. Products with natural ingredients and carrying 'zero-burden' claims, ie describing products as free from additives, are favoured amongst Chinese consumers following a deluge of product safety scandals. Products that claim to have zero harmful ingredients are subsequently trusted to minimise consumer exposure to the adverse effects caused by those ingredients.

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