

Men's Toiletries - China - September 2013

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“Evolving lifestyles, changing social outlooks and cultural inspirations from the developed markets mean Chinese men are increasingly focused on their looks with a higher spending power. Brand premiumisation is one way to capitalise on the male vanity trend in China.”
Wenwen Chen, Research Analyst

This report looks at the following areas:

- Usage frequency/Channel usage/Repertoire buyer
- Attitudes towards men's toiletries products
- Attitudes towards buying men's toiletries products

There is still a larger proportion of men in China who are only interested in basic grooming to maintain cleanliness and hygiene. Opportunities lie in cultivating a grooming regime for them that encourages more frequent usage, increasing product visibility in a larger number of lower tier cities and rural areas, and tapping into new categories such as lip care and sun care that are skewed heavily towards female-led products.

This report discusses most toiletries products specially design for men in China , however, considering this market is still emerging, the survey does cover unisex shampoo (e.g. Head & Shoulders) or shower products and unisex lip and hand care.

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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