

Facial Skincare - China - August 2014

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“The China facial skincare market is evolving fast with enhanced level of competition and consumer sophistication. Consumers want multi-benefit products that fit into their multi-tasking lifestyles, they also want specifically designed products for certain problems. So the next question is “When?””
- Wenwen Chen, Research Analyst

This report looks at the following areas:

- Solid skincare regime and repertoire behaviour
- Forces behind the repertoire behaviour
- An holistic approach
- I want it all

Given consumers’ repertoire behaviour, there is a high possibility they use several products at the same time or switch brands very often. Companies with multiple brand portfolios can maximise sales by driving specially targeted products through key seasonal associations such as summer, winter or high pollution days, while maintaining ongoing campaigns promoting the all-in-one “hero” product for everyday use. This strategy will maximise sales by driving consumer demand for both types of product throughout the year.

Facial skincare retain their high penetration thanks to the rising personal income and importance placed on maintaining an attractive appearance. The market is evolving fast with enhanced level of competition and consumer sophistication.

Despite intensified market competition and growing consumer sophistication, prospects for growth are still promising. The main forces behind growth are the rising number of middle income households, the e-commerce revolution powering consumption, particularly in less developed areas, and new product development opportunities based on different seasons and extreme environments. In addition, the strong growth prospects of the anti-ageing and facial mask segments will also underpin growth.

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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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