

Facial Care - Women vs Men - China - July 2015

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"Chinese women perceive that a healthier and happier life can lead to good skin in the long term, so brands need to think of skincare from a bigger picture and tap into consumers' everyday life 24/7."
 – Wenwen Chen, Senior Research Analyst

This report looks at the following areas:

- Penetration remains vital to unlock future growth
- New product innovation is key to maintaining loyalty
- A healthier and happier life leads to good skin
- Approach men differently

China's facial skincare market is evolving fast, driven by both consumers' growing savviness and intensified competition between international and domestic brands. Mintel has found that most facial skincare users, regardless of gender, have established a fixed routine in major categories; thereby growth via increasing frequency of usage will be difficult. This implies increased overall usage still remains the key to supporting growth. Creating new categories is another way to unlock future growth, for example the success of peel-off facial masks and pre-essence products.

Given the rising awareness of pollution, computer and mobile phone radiation combined with the stresses of urban life, there also is an opportunity for growth in increasing both the usage and frequency of sun protection/anti-pollution products.

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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

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