

Facial Masks - China - April 2016

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

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“The low unit price and immediate hydration have made facial masks an essential beauty routine for most Chinese women. Considering the high levels of usage, the next step in market development will be product premiumisation and product extension.”

– Wenwen Chen, Senior Beauty Analyst

This report looks at the following areas:

- Masks have become a beauty essential for Chinese women
- User knowledge of different types of mask texture is adequate
- Beauty chains can still win shoppers with first-hand experience
- New ways to engage users

The facial mask market seems to be immune from China's cooling economy.

Considering the saturation rate and solid facial mask routine, volume growth will be challenging. That said, consumers - especially high income earners - have shown their appetite for high-end products.

Brands could also think of new product developments and extension to drive growth. Mintel has found that good word of mouth and natural ingredients are the strongest motivations for users to try new products.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report
- Facial masks included in consumer survey
- Facial masks included in market sizing

Executive Summary

- The market
 - Figure 1: Best- and worst-case forecast of total facial mask sales in china, 2010-20
- Key players
- The consumer
- Sheet masks dominate the market
 - Figure 2: Facial mask usage, January 2016
- Good routines
 - Figure 3: Facial mask usage frequency, January 2016
- Distinct experiences from different types of masks
 - Figure 4: Correspondence analysis – Association towards different type of facial masks, January 2016
- Motivation for purchasing new masks
 - Figure 5: Motivation for purchasing a new facial mask, January 2016
- Mood to order masks
 - Figure 6: Facial mask usage routine and experience by ages, January 2016
- What we think

Issues and Insights

- Masks have become a beauty essential for Chinese women
 - The facts
 - The implications
- User knowledge of different types of mask texture is adequate
 - The facts
 - The implications
- Beauty chains can still win shoppers with first-hand experience
 - The facts
 - The implications
- New ways to engage users
 - The facts
 - The implications

The Market – What You Need to Know

- Domestic brands have become more competitive

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Growth will slow down but remains in double digits
A dynamic market with unforeseen changes

Market Drivers

Cross-border e-commerce continues to boom while the Government is implementing new tax regulations to remove the grey edges
Young shoppers drive the consumption
Domestic brands have become more competitive in the beauty sector

Market Size and Forecast

Growth slowdown...
Figure 7: Facial mask value sales, 2012-15
...however market growth will remain in double-digit growth
Figure 8: Best- and worst-case forecast of total facial mask sales in china, 2010-20

Market Share

A dynamic market with unforeseen changes
Figure 9: Top five facial mask players in china, 2012-15

Key Players

Yunifang, online champion
MG, lost in translation
Figure 10: MG Magic Moment relaunched line, China, Q3 2015
Inoherb, strive to be the national hero
Figure 11: Hua Kai Hydrating & Moisturising Mask line by Inoherb, China, Q4 2015
MediHeal, K-beauty continues to storm China
Figure 12: Mediheal N.M.F Aquaring Ampoule Mask, China, Q4 2015

Who's Innovating?

More specific functions targeted at specific areas
Figure 13: Rohto Digital-Eye Mask, Japan Q3 2015
Figure 14: Syn-ake Spa Treatment Healing Eye Mask, Japan
Figure 15: Etude House Petite Beauty Winter Proof Lips Patch, South Korean, Q1 2015
Figure 16: Bingjuwuyu Forehead Mask, China, Q4 2015
Figure 17: Deary Nose Mask, Taiwan, Q2 2015
Figure 18: Skin Food Shea Butter Hand Mask, South Korean, Q1 2016
Masks with prints
Figure 19: SNP Animal Dragon Soothing Mask, South Korea, Q2 2015
Figure 20: SNP Animal Panda Warming Eye Mask, Hong Kong, Q1 2016
Figure 21: SNP Beijing Opera Waterfull Mask, Hong Kong, Q3 2015

New technology in masks

Nightglow mask
Figure 22: Missha Nightglow Mask, South Korea, Q4 2015

Bubble Mask

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Figure 23: My Scheming Miss Perfect Series Black Bubble Cleansing Mask, Taiwan, Q3 2015

Figure 24: Milky Dress Bubbling Foaming Bomb, Hong Kong, Q4 2015

Ultra-Fine Microfiber Sheet Mask

Figure 25: Dr. Jart+ Clearing Solution Ultra-Fine Microfiber Sheet Mask, South Korea, Q2 2015

Cellulose Bio Mask

Figure 26: Dea Gaia Cell Refactor Cellulose Bio Mask, Japan, Q1 2016

Two-step mask

Figure 27: Sexy Look 2 Step Synergy Effect Mask, Hong Kong, Q4 2015

Figure 28: Skin Food Boosting Juice Collagen 2-Step Mask, South Korea, Q4 2015

The Consumer – What You Need to Know

Sheet masks are the most popular mask format

Good routine

Traditional bricks-and-mortar beauty chains are still the most popular destination for facial mask lovers

Product function - WOM and natural ingredients are the key purchase motivators

New ways of engaging users when applying masks

Facial Mask Usage

Sheet masks are the most popular mask format

Figure 29: Facial mask usage at all, January 2016

High income earners are more likely to use masks

Figure 30: Facial mask usage by income, January 2016

Cross-selling opportunities for high income earners

Figure 31: Repertoire of facial mask usage at all, January 2016

Facial mask has high potential in tier 3 cities

Figure 32: Facial mask usage at all by city tier, January 2016

Usage Frequency

Sleeping masks are used most frequently

Figure 33: Facial mask usage frequency, January 2016

Good routines

High income women tend to apply masks more frequently

Figure 34: Facial mask usage frequency by income, January 2016

Figure 35: Pola B.A The Mask 60g, China, Q1 2015

Associations with Different Types of Masks

Distinguished experiences from different types of masks

Figure 36: Correspondence analysis – Association with different type of facial masks, January 2016

Association with mud masks

Figure 37: Borghese Fango Active Mud for Face and Body, Q1 2015

Association with non-woven fabric masks

Figure 38: SK-II Facial Treatment Mask, USA, Q1 2015

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Association with silk masks

Figure 39: MG Magic Moment Beatifying Intensive Hydrating Series Ocean Ice Spring Hydration Mask, Q4 2015

Association with bio-cellulose masks

Figure 40: for beloved one facial mask, Taiwan since 2004

Association with gel mask

Figure 41: Peter Thomas Roth Cucumber Gel Mask, France Q1 2016

Association with cream masks

Figure 42: Fresh rose face mask, France since 2005

Good knowledge of masks requires a balanced product portfolio

Purchase Channels

Beauty and personal retailing chains – The mask paradise

Figure 43: Facial mask purchase channel, January 2016

Figure 44: Watsons sells imported masks including Mediheal from South Korea, China, Q1 2016

Figure 45: Sephora mask festival, China, Q1 2016

In-store mask studios to win back haitao shoppers

Higher income earners are trying different channels to get what they want

Figure 46: Facial mask purchase channel, by demographics, January 2016

Haitao shoppers tend to buy sleeping masks

Tmall proves to be a popular destination for sheet masks

Motivation for Purchasing New Products

Function, reputation and natural ingredients

Figure 47: Motivation for purchasing a new facial mask, January 2016

High income earners show a different opinion

Figure 48: Motivation for purchasing a new facial mask by income, January 2016

Young shoppers are more function-driven

Tier one shoppers care the least about the mask texture

Figure 49: Motivation for purchasing a new facial mask by city tier, January 2016

Fresh-made masks

Facial Mask Usage Experience

Using facial masks is rewarding

Figure 50: Facial mask usage routine and experience by ages, January 2016

Emoji on masks

49% said they prefer to do something else when applying a facial mask.

Figure 51: Facial mask usage routine and experience by ages, January 2016

South Korean masks preferred by high income earners

Figure 52: Facial mask usage routine and experience by incomes, January 2016

Sheet masks after showering

Figure 53: Facial mask usage – CHAID – Tree output, January 2016

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The Mintropolitan

Why Mintropolitans?

Who are they?

Ingredients-driven

Figure 54: Motivation of purchase a new facial mask, by demographics, January 2016

Multi-benefit sheet masks for multi-tasking women

Figure 55: Facial mask usage routine and experience, January 2016

Appendix – Methodology and Definitions

Methodology

Market sizing definition

Fan chart forecast

Correspondence analysis

Figure 56: Correspondence analysis – Association towards different type of facial masks, January 2016

CHAID analysis

Figure 57: Facial mask usage – CHAID – Tree output, January 2016

Abbreviations

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