

Facial Masks - China - April 2017

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“Brand loyalty in the facial mask category is not strong. What’s more concerning is that such brand switching is not driven by dissatisfaction with the current brand or promotional activities, but rather the consumer desire to try out different new products, indicating the importance of innovative products rather than marketing activities.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- Opportunities for facial masks as a preliminary step of anti-aging
- Are consumers ready for high-end facial masks?
- Lower brand loyalty forcing brands to keep fast-paced innovation

The facial mask market is still thriving with an annual growth rate in value in excess of 20% during 2011-16. Although online channels contribute a lot, brands are starting to pay more attention to offline channels, especially brand specialty stores.

Given the relatively low brand loyalty in this category, brands need to expedite their new product innovation to attract consumer attention. High earners are still pioneers for new products (eg peel-off masks, multi-steps masks) and new usage occasions (eg morning). Anti-aging aspects are appealing to consumers aged 30 or above and cleaning benefits are primarily what younger consumers in their 20s are seeking.

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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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