

## Bodycare - China - June 2017

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“Bodycare in China has long been all about moisturising and lack of innovation. But consumers are asking for more than pure moisturising, as they demonstrate various demands for body skin improvements and particularly high earners have opted for advanced products like body treatment oil rather than basic body moisturisers.”

– Alice Li, Research Analyst

This report looks at the following areas:

- Explore other benefits besides moisturising
- Leverage ingredients to express natural theme
- Expand seasonal offerings

The bodycare market in China has achieved solid growth in recent years but the outlook is challenging, as the penetration of basic moisturising products is saturating and other sub-categories are lacking both consumer attention and product innovation. Moreover, consumers’ evolving lifestyles drive them to pursue beauty from within, sensory experiences such as SPA, or healthier living such as daily diet control and exercising, which all could limit usage of bodycare products. But there are still opportunities for brands to drive up growth in this market, such as catering to consumers’ growing needs for product naturalness and improving product texture and packaging.

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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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### Appendix – Methodology and Abbreviations

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