

Consumer Attitudes towards Beauty Services - China - October 2017

Report Price: £2978.28 | \$3990.00 | €3377.07

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“Relaxation and instant results are the perceived advantages of beauty services and should be further strengthened to compete against the rise of home-use beauty devices, which are considered better at saving time and being convenient to use. Perceptions of safety will be a key battle ground, with both markets achieving parity in terms of consumer perceptions on this matter.”

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

This report looks at the following areas:

- **Competition vs beauty devices at home**
- **A result-driven market**
- **Opportunities for skincare brands**
- **Hotels are different from other service providers**

The beauty service industry is benefiting from consumers’ positive attitudes towards treatments as a long-term necessity but is facing the challenge from the continuous developments from skincare brands and beauty devices that encourage consumers to undertake beauty treatments by themselves at home. This Report has identified that the key strength of beauty services is offering relaxation, which is also the motivator for consumers to visit beauty salons frequently. Meanwhile, assuring safety and delivering effective results are essential for prompting consumers to go out of home to undertake beauty services.

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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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Methodology

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Abbreviations

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