

Consumer Attitudes towards Beauty Devices - China - November 2017

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“Credibility is particularly important in beauty device market. It highlights the key areas to pay attention to – proved result, safety assurance, reliable purchase channel and believable recommendation from people they know or from professionals. Having said this, the prudent attitude is unlikely to dampen consumers’ willingness of following trend and trying new things.”

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

This report looks at the following areas:

- **Optimistic consumer attitudes towards high-end devices**
- **How to unlock the potential of non-users**
- **Competition vs beauty services**

This Report explores the current market situation and consumer trends of China’s beauty device market. The beauty device is an up and coming segment with great growth opportunities. In this Report, Mintel has provided insights and foresight and identified strategic and tactical opportunities for the business to grow.

The current usage penetration of beauty devices is low yet consumer interests are high. For brands to unlock the growth opportunity they need to clearly communicate the functional benefits that the devices offer as well as reassure the customer of the safety of their 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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