

Men's Beauty and Grooming Routines - China - September 2018

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"The men's facial skincare market achieved stable year-on-year value growth as the importance of appearance maintenance is widely acknowledged among men. But given men's overall low usage frequency and simple routines, brands need to make more efforts to help men establish regular skincare routines before jumping to introduce more niche products to men."
- **Alice Li, Senior Research Analyst**

This report looks at the following areas:

- **Driving frequency of usage should be a priority**
- **Leverage convenience/easy-to-use features to expand men's routines**
- **Can it be left to women to educate men?**

The men's facial skincare market has achieved great value growth in the past five years and holds further potential, as the importance of appearance maintenance is widely acknowledged and men are open to using facial skincare products. But the challenge the market is facing is how to widen men's skincare repertoire after their basic cleaning needs are met, as they tend to keep their routines simple and opt for all-in-one 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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