

Facial Skincare – China – August 2019

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This report looks at the following areas:

- Rise of clean beauty
- Switch from ingredients introduction to holistic storytelling
- The future of facial cleansers

The facial skincare category continued expanding with a strong growth rate of 13.1% in 2018 driven by continuous premiumisation and women's increasing awareness of skincare. Increased usage among consumers has been more focused on basic products. They are also more interested in seeking out the root factors behind product effectiveness and show concern for the environment. This shows consumers are becoming more and more rational and sophisticated in terms of skincare and product consumption. In light of this, the challenge for brands is to find new ways to fulfil consumers' needs for proven effectiveness and environmental concerns.



"The usage rate of basic facial skincare products has increased compared to 2017, with more uptrends seen in facial cleanser and sun care products. Although they are not high-priced products like serums, premiumisation opportunities exist for facial cleanser by offering more advanced benefits like anti-aging for mature women and soothing for young women."

– Yali Jiang, Senior Research Analyst

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