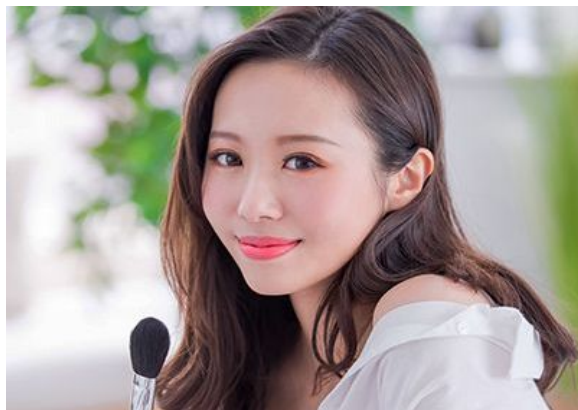


Attitudes towards Beauty - China - November 2019

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“Consumers’ desire for and pursuit of a better facial appearance is reflected in their increased usage of beauty products and services across different categories over the last year. As consumers get more results-oriented and more sophisticated in skincare and makeup, their adoption of cosmetic surgery, including products based on cosmetic surgery concepts, is expected to grow in the near future. ”

- Yali Jiang, Senior Analyst

This report looks at the following areas:

- **Serve the 'greedy' consumers**
- **All out efforts for perfect looking skin**
- **The potential of cosmetic surgery products and services**

China's beauty market is expanding, driven by increased usage among consumers, particularly in the facial skincare category. But as their awareness of personal appearance rises, consumers have developed a holistic approach to beauty, expanding their requirements from basic skincare to include other beauty categories like colour cosmetics, at-home beauty devices, beauty services and cosmetic surgery. This indicates opportunities for other categories among consumers, especially younger users in their 20s as they are actively trying different ways to perfect their faces.

Cosmetic surgery, though considered risky if done through improper channels, still sees support from more than half of consumers, showing promise for this category if it can better meet strong consumer need for healthy but perfect looks and guarantee s

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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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Table of Contents

Overview

- What you need to know
- Covered in this report
- Subgroup definitions (by monthly personal income):

Executive Summary

- The market and competition
 - A promising market with further room for expansion
 - Competition heating up
 - The cosmetic surgery industry is expected to grow further
- The consumer
 - Mature consumers fuel fiercer competition
 - Figure 1: Level of skincare/makeup skills, August 2019
 - Facial skincare products win the most usage increase
 - Figure 2: Beauty products/services usage change in the last year, August 2019
 - Desire for more skincare benefits is main driver of more usage
 - Figure 3: Reasons for using more facial skincare products in the last year, August 2019
 - Consumers appreciate safer cosmetic surgery choices more
 - Figure 4: Usage of cosmetic surgery in the last year, August 2019
 - Consumers recognise benefits of cosmetic surgery though concerns about improper channels remain
 - Figure 5: Attitude towards cosmetic surgery, August 2019
 - 'Radiant/glowing' is the top-of-mind feature of healthy skin
 - Figure 6: Definition of healthy skin, August 2019
- What we think

Issues and Insights

- Serve the 'greedy' consumers
 - The facts
 - The implications
 - Figure 7: DIOR CAPTURE YOUTH serum, China
 - Figure 8: DIOR customisation for skincare, China
 - Figure 9: Optune's customised skincare service, Japan
- All out efforts for perfect looking skin
 - The facts
 - The implications
 - Figure 10: Examples of products with radiant/glow benefits, China
 - Figure 11: FENTY BEAUTY foundation, China
 - Figure 12: Examples of high cover foundation and concealers, China
- The potential of cosmetic surgery products and services

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The facts

The implications

Figure 13: Examples of cosmetic surgery products, China

The Market and Competition – What You Need to Know

Strong demand leads to continuous expansion

Fierce competition requires further differentiation

Market Factors

Consumers' increasing awareness, skills and expenditure on personal appearance

KOLs and KOCs leading beauty trends

Tools make skincare/makeup more effective and convenient

Figure 14: Examples of skincare/makeup tools, China

Stricter cosmetic surgery regulations help regulate the industry

Competitive Strategies

Ingredient stories draw consumers' attention back to product performance

Figure 15: CLARINS Double Serum, China 2019

Figure 16: Estée Lauder Advanced Night Repair Intense Reset Concentration, China 2019

Cross-category blended beauty products are the new offerings

Figure 17: Examples of cross-category blended beauty products, China

Resonate with young consumers

Figure 18: Lancôme and Estée Lauder adverts featuring young celebrities, China

The Consumer – What you need to know

More than half of consumers have rich experience of skincare/makeup

Significant usage increase in facial skincare products

Diverse needs drive consumers' increased usage of skincare products

Consumers tend to try non-invasive cosmetic surgery services

Some concerns but mostly positive attitudes towards the results of cosmetic surgery

'Radiant/glowing' dominates while consumers' idea of healthy skin differs

Level of Skincare/Makeup Skills

Over half of consumers are confident with their level of skincare/makeup skills

Figure 19: Level of skincare/makeup skills, August 2019

More women aged 25-29 are experts in skincare/makeup skills

Figure 20: Level of skincare/makeup skills, by gender and age, August 2019

Beijing consumers show more expertise in skincare/makeup

Figure 21: Level of skincare/makeup skills, by city tier, August 2019

Figure 22: Level of skincare/makeup skills, tier one city, by gender, August 2019

Changes in Usage

More investment seen in facial skincare products

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Figure 23: Beauty products/services usage change in the last year, August 2019

Women lead category growth while men are gradually catching up

Figure 24: Beauty products/services usage change in the last year, by gender, August 2019

Women aged 25-29 actively adopting beauty products and services

Figure 25: Beauty products/services usage change in the last year – 'using more', female, by age, August 2019

Skincare/makeup experts leading usage increase

Figure 26: Beauty products/services usage change in the last year – 'using more', by level of skincare/makeup skills, August 2019

Reasons for Using More Facial Skincare Products

Diverse needs for the same product type are the top reason for more usage

Figure 27: Reasons for using more facial skincare products in the last year, August 2019

More occasions and amount used drive men's usage increase

Figure 28: Reasons for using more facial skincare products in the last year, by gender, August 2019

Women in their 20s are leaders of using more skincare products

Figure 29: Reasons for using more facial skincare products in the last year, female, by age, August 2019

Higher income consumers lead the 'using more' trend

Figure 30: Reasons for using more facial skincare products in the last year, by gender and monthly personal income, August 2019

Usage of Cosmetic Surgery

Non-invasive services dominant in cosmetic surgery

Figure 31: Usage of cosmetic surgery in the last year, August 2019

Skill level is not a barrier for consumers to try anti-ageing cosmetic surgery

Figure 32: Usage of cosmetic surgery in the last year, by level of skincare/makeup skills, August 2019

Men have the same utilisation of cosmetic surgery for scar/acne treatment as women

Figure 33: Usage of cosmetic surgery in the last year, by gender, August 2019

Women over 30 have high adoption of cosmetic surgery for anti-ageing results

Figure 34: Usage of cosmetic surgery in the last year, female, by age, August 2019

High earning women are early adopters of all kinds of cosmetic surgery services

Figure 35: Usage of cosmetic surgery in the last year, female, by monthly personal income, August 2019

Attitude towards Cosmetic Surgery

More than 90% of consumers worry about the risk of having cosmetic surgery through improper channels

Figure 36: Attitude towards cosmetic surgery, August 2019

Women in their 30s and 40s trust the benefits of cosmetic surgery

Figure 37: Attitude towards cosmetic surgery – % of 'strongly agree', female, by age, August 2019

Three types of consumers

What's their attitude?

Figure 38: Consumer segmentation based on their attitude towards cosmetic surgery, August 2019

Figure 39: Attitude towards cosmetic surgery – % of 'strongly agree', by consumer segmentation, August 2019

Savvy consumers are the main supporters of cosmetic surgery

Figure 40: Level of skincare/makeup skills, by consumer segmentation, August 2019

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Who are they?

Figure 41: Consumer demographic, by consumer segmentation, August 2019

Definition of Healthy Skin

Nearly 30% of consumers associate healthy facial skin with 'radiant/glowing'

Figure 42: Definition of healthy skin, August 2019

Men consider natural skin as healthy skin, while women consider it to be white with no acne/spots/pigments

Figure 43: Top definition of healthy skin, by gender, August 2019

Figure 44: Selected consumer verbatim around natural, male, August 2019

Figure 45: Selected consumer verbatim around white, female, August 2019

Figure 46: Selected consumer verbatim around 'no acne', 'no dark spots/pigments', female, August 2019

Different age groups have their own ideas about healthy skin

Figure 47: Top definition of healthy skin, by age, August 2019

Meet the Mintropolitans

MinTs have rich experience of skincare/makeup

Figure 48: Level of skincare/makeup skills, by consumer classification, August 2019

MinTs aged 25-29 are the core target of beauty brands

Figure 49: Level of skincare/makeup skills, Mintropolitans, by age, August 2019

Both MinTs and non-MinTs have the same usage rate of cosmetic surgery for scar/acne treatment

Figure 50: Usage of cosmetic surgery in the last year, by consumer classification, August 2019

Appendix: Word Cloud in Mandarin

Figure 51: Definition of healthy skin, Mandarin, August 2019

Appendix: Methodology and Abbreviations

Methodology

Abbreviations

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