

Facial Masks (Responding to COVID-19) - China - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the facial masks market
- How the market should react to the post-COVID-19
- The performance of leading brands in 2019
- Launch activity and consumer interest in innovation
- Consumers' usage of facial masks
- Adopted price range of one piece of sheet mask

The strong growth of the Chinese facial skincare mask market in 2019 is set to continue over the next five years as consumers increasingly recognise the functional and emotional benefits from improving their skin. Any disruption from COVID-19 supply chain and lockdown is forecast to have a marginal impact on category growth, while increased use of wearing protective masks while in public also offers more reasons for skin treatments, offering a further boost to category sales.

Further opportunities lie in premiumisation via anti-aging facial masks targeting women aged above 25, increasing usage frequency among female users through greater focus on skin barrier protection and further segmentation into niche occasions, as well as investing in education to drive penetration among men.



"Fierce competition in the facial masks market before COVID-19 has resulted in increasing communication costs and homogenisation. Opportunities now lie in exploring innovations to tackle skin issues triggered by new lifestyles (eg wearing face masks when in public) after COVID-19 outbreak."

– Anne Yin, Associate Analyst, 30 April 2020

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THE MARKET – WHAT YOU NEED TO KNOW

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