

# Age Management Products – China – April 2021

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## This report looks at the following areas:

- Market and competition trends in the anti-aging market
- How consumers perceive aging and their usage of anti-aging products
- Consumers' perceived causes of skin aging
- Changes in most important anti-aging claims as compared to 2019
- Consumer segmentation based on their attitudes towards aging and anti-aging

Brands need to be aware of the changes in how consumers perceive aging and how they tackle aging problems. The visible signs of aging, such as loose skin and wrinkles, remain Chinese women's top concerns, but they have been paying more attention to improving skin tone and repairing the skin barrier, reflecting their focus on skin health. In addition, the aging of hair/scalp and body skin also gets attention and mental health will be a more important topic related to anti-aging in the coming years.

Meanwhile, consumers have adopted a more holistic approach and are looking beyond skincare products when dealing with aging problems. While beauty supplements, beauty devices and even cosmetic surgery are all good options, a healthy lifestyle is the ultimate anti-aging solution.



"As Chinese women still have a strong desire to look younger, improving visible signs of skin aging, such as loose skin and wrinkles, remains a primary consumer demand. Meanwhile, how consumers perceive aging and tackle aging problems is becoming more inclusive. Anti-aging products need to work in synergy with their lifestyles and living environments." – **Alice Li, Associate Director**

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