

Consumer Attitudes towards Anti-aging Products - China - May 2017

Report Price: £3081.32 | \$3990.00 | €3661.84

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“Anti-aging products are not only relevant to mature consumers now. Consumers are adopting them as parts of skincare regime at an earlier age of 25. Unlike 30-40-year-olds who pay more attention to loose skin, consumers in their 20s treat dull skin as a key sign of aging, followed by the appearance of fine lines.”

Jessica Jin, Associate Director of Research

This report looks at the following areas:

- Rely more on basic skincare than anti-aging products
- Consumers are moving away from using price as an indicator of product quality
- How to sell the story of anti-aging?

What you need to know

The anti-aging skincare category is benefiting from consumer's strong desire for younger-looking skin coupled with a broader user base from a young age.

Products in this category are usually more expensive than general skincare products, but their results are not as satisfactory as expected. Consumers are holding doubts about product results and therefore posing a pressure for brands to prove it or provide better efficacy to justify the premium prices.

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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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Table of Contents

Overview

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

Executive Summary

- Market and competition
- The consumer
- The biggest segment is 'Result Doubters'
 - Figure 1: Consumer segmentation based on their attitude towards aging, January 2017
- Early aging signs get the most attention
 - Figure 2: Signs of aging, January 2017
- Basic skincare comes before using anti-aging products
 - Figure 3: Ways of battling against aging, by age, January 2017
- About half consumers buy prestige brands most often
 - Figure 4: Price tier of the most often used anti-aging skincare product, January 2017
- Having the desired function is the most important
 - Figure 5: Purchase factors, January 2017
- Price is not a key obstacle
 - Figure 6: Reasons for not using anti-aging products, by age, January 2017
- What we think

Issues and Insights

- Rely more on basic skincare than anti-aging products
- The facts
- The implications
 - Figure 7: Anti-aging Gin, UK, 2016
- Consumers are moving away from using price as an indicator of product quality
- The facts
- The implications
 - Figure 8: Beauty Evolution APP, China
- How to sell the story of anti-aging?
- The facts
- The implications
 - Figure 9: Olay Skin Advisor, 2017
 - Figure 10: Sculptures of before and after using Avène PhysioLift anti-aging line, Brazil, 2016
 - Figure 11: Eucerin's elasticity test campaign, South Korea, 2016

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Market and Competition – What You Need to Know

Anti-aging has more space to tap into in Chinese market

Competition still centralised around top claims

Market Drivers

Aging population

Figure 12: Age distribution, China, 2005-15

Brands educating the importance of aging-prevention from a younger age

Figure 13: The Face Shop anti-aging communication and product, China, 2016

Desire to look younger

Figure 14: Attitudes towards aging, January 2017

China vs Developed Markets

China lagging behind in anti-aging

Figure 15: Top functional claims in new facial skincare launches, by China, South Korea, Japan, US and UK, 2016-April 2017

China vs Japan/South Korea

Figure 16: Anti-aging related claims in new facial skincare launches, by China, Japan, South Korea, 2016-April 2017

China vs US/UK

Figure 17: Anti-aging related claims in new facial skincare launches, by China, US, UK, 2016-April 2017

Trends in the China Market

Figure 18: Anti-aging related claims in new facial skincare launches, China, 2015-16

Who's Innovating?

Deliver as strong efficacy as medicated solutions do

Figure 19: Pola wrinkle shot facial serum, Japan, 2017

Figure 20: Lancôme dual phase night peel, UK, 2017

Figure 21: Chanel day and night intensive spot treatment, Japan, 2017

Protecting from blue light in sunlight and digital devices

Figure 22: Lancôme UV Expert CC Cover, Japan, 2016

Figure 23: Cosme Decorté Sun Shelter Multi Protection, Japan, 2017

Going back to daily skincare

Figure 24: Peter Thomas Roth anti-aging cleansing gel, US, 2017

Figure 25: Coyori serum oil jun – winter edition, Japan, 2017

Target early signs of aging

Figure 26: Nia fake awake triple-action eye gel, US, 2017

Figure 27: Annemarie Börlind pre-aging facial gel, France, 2017

The Consumer – What You Need to Know

Dull skin also means aging for younger consumers

Age 25 is a turning point of using anti-aging products

Preference skews to prestige brands slightly

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Functionality is the biggest consideration

More urgency to fix lacking of guidance than high price

Consumer Segmentation

Four types of consumers

Figure 28: Consumer segmentation based on their attitude towards aging, January 2017

Who are they?

Figure 29: Strong agreement on attitude towards aging, by consumer segmentation, January 2017

20-24-year-olds consumers show polarised attitudes towards aging

Figure 30: Consumer segmentation based on their attitude towards aging, by age, January 2017

High earners are most sceptical about efficacy

Figure 31: Proportion of Result Doubters, by monthly personal income, January 2017

Signs of Aging

Fine lines and loose skin are the biggest worries

Figure 32: Signs of aging, January 2017

20s more worried about dull skin

Figure 33: Signs of aging, by age, January 2017

Moisturising is a commonly pursued functional benefit

Figure 34: Signs of aging, by monthly personal income, January 2017

Skin before hair in anti-aging

Figure 35: Signs of aging, by consumer segmentation, January 2017

Ways of Battling Against Aging

Using anti-aging products is not the top-of-mind solution

Figure 36: Ways of battling against aging, January 2017

Usage of anti-aging products start from age 25

Figure 37: Ways of battling against aging, by age, January 2017

Higher probabilities of recruiting low earners by basic skincare

Figure 38: Gap in ways of battling against aging, by monthly personal income, January 2017

Result Doubters still actively look for solutions

Figure 39: Ways of battling against aging, by consumer segmentation, January 2017

Price Tier

Mass and prestige brands are the most popular

Figure 40: Price tier of the most often used anti-aging skincare product, January 2017

25-39-year-olds are more willing to invest in anti-aging products

Figure 41: Price tier of the most often used anti-aging skincare product, by age, January 2017

Opportunity in Realists

Figure 42: Price tier of the most often used anti-aging skincare product, by consumer segmentation, January 2017

Purchase Factors

Communicating the right function is the most important

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Figure 43: Purchase factors, January 2017

Brand, ingredient and word of mouth have slightly different targets

Figure 44: Top purchase factor, by age, January 2017

High earners trust in brand while ingredient story appeals to low earners

Figure 45: Gap in purchase factor, by monthly personal income, January 2017

Competitive price can help convert Inner-young Seekers

Figure 46: Top purchase factor, by consumer segmentation, January 2017

Reasons for Not Using Anti-aging Products

Price is not the top barrier

Figure 47: Reasons for not using anti-aging products, January 2017

Importance of guiding choices to 25-39-year-olds

Figure 48: Reasons for not using anti-aging products, by age, January 2017

High earners are particularly unsatisfied with the product's effect

Figure 49: Gap in reasons for not using anti-aging products, by monthly personal income, January 2017

Different barriers for different segments

Figure 50: Reasons for not using anti-aging products, by consumer segmentation, January 2017

Meet the Mintropolitans

MinTs doubt result delivery but are still making more efforts on all anti-aging measurements

Figure 51: Consumer segmentation based on their attitudes towards anti-aging, by consumer classification, January 2017

Figure 52: Ways of battling against aging, by consumer classification, January 2017

Brand is more influential than ingredient

Figure 53: Top purchase factor, by consumer classification, January 2017

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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