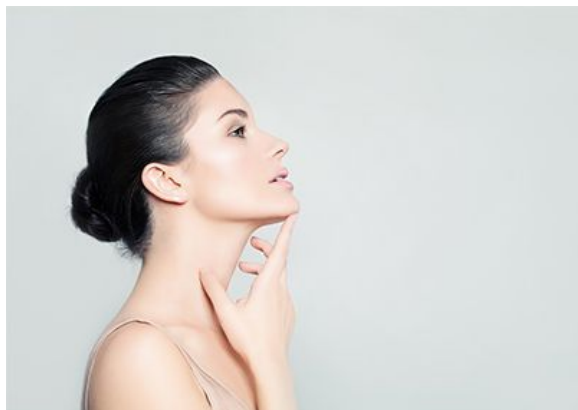


Attitudes towards Prestige Facial Skincare Products - China - April 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“Seeking better results is the key motivator that drives consumers to use prestige brands, highlighting it being the core area to develop and communicate. Especially given that consumers are offered more options to struggle with when pursuing effectiveness – trade up to premium products or seek help from advanced technology such as beauty devices.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **How to attract consumers to pay a premium for prestige brands?**
- **Emotional awards worth paying a premium for**
- **Room left to improve effectiveness perception**

The usage of facial skincare products from prestige brands has no significant difference across age groups or city tiers, but it is skewed towards affluent women who have a stronger intention of using them to reflect their social status/styles.

This Report looks at consumers' adoption at brand level. Overall, Estée Lauder, Lancôme, Chanel, Shiseido and Dior have obtained the highest awareness among all listed prestige brands. Shiseido has the biggest capability of converting people to users while Estée Lauder is best at keeping users loyal to the brand.

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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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