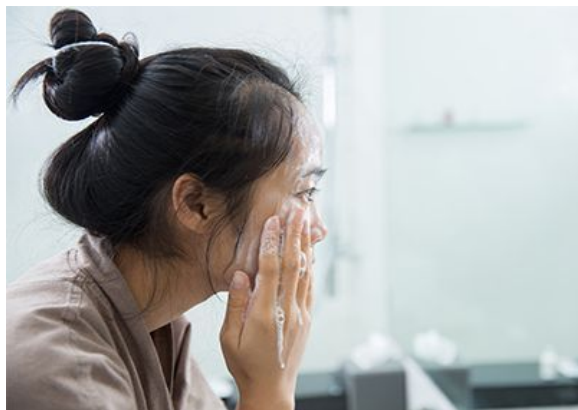


## Facial Masks - China - April 2018

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

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“Male consumers will be a new growth point for the facial mask market. Brands encouraging usage frequency is the main driver of market growth. The future market is about product innovation and ingredient education, while paying attention to the causation of skin problems such as air pollution.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Encourage diverse usage occasions
- Opportunity for anti-pollution claim
- Male consumers should be paid more attention to

The facial mask market has kept high growth in 2017 and Mintel forecasts the market to grow at value CAGR (Compound Annual Growth Rate) of 16.5% in 2017-22. Potential in male consumers and incremental usage frequency contribute to the market growth.

Multi-steps masks stand out in this year so that brands can innovate on ingredients and formats of this kind of facial masks. The anti-aging claim appeals to female aged over 30 and high earners, while cleaning function is favoured by male consumers and younger females. Ingredient knowledge such as collagen and hyaluronic acid helps consumers to make purchase decisions.

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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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More competitions and innovations will appear

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