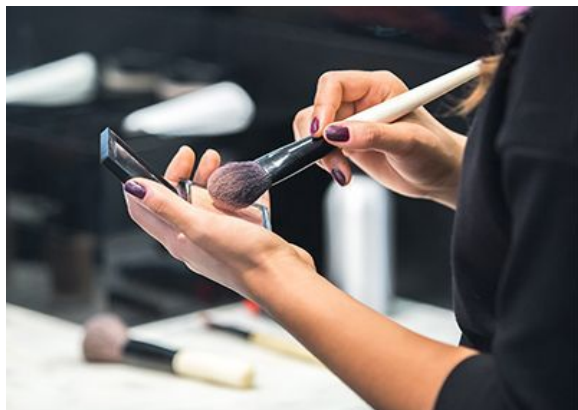


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“Consumers still value highly base make-up products, but focus has slightly moved to point make-up products as they are not only calling for nude look now as much as they were in 2017. The new trend found in 2018 is to achieve a delicate finish by using corresponding products for each step of make-up.”

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

This report looks at the following areas:

- **Cushioning China**
- **Seeking a more delicate finish**
- **Shopping for colour online**

In China, face colour cosmetics is still the most important sector to secure top place in the colour cosmetics market because base make-up result is the basic need for Chinese women, similar to other Asian countries such as Japan and South Korea. Women in tier one cities are especially more interested in having a flawless skin look with good complexion and minimal pores.

This Report provides an overview of China’s face colour cosmetics market, and analyses Chinese women’s favour of face colour cosmetics, in terms of product usage, current brands, interested claims, usage habits and drivers of online shopping, etc.

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