

Women's Beauty and Grooming Routines - China - August 2018

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“Chinese women are increasingly willing to invest in facial skincare, leading them to switch to higher-priced brands and adopt more steps into their routines, especially previously niche categories.”

- **Alice Li, Senior Research Analyst**

This report looks at the following areas:

- **It's time for more segmented skincare products**
- **Skincare is not just about physical appearance but also a part of total wellbeing**
- **How to expand on-the-go beauty**

Chinese women are establishing sophisticated beauty routines. On one hand, they add more steps into their routines, using on average four types of different facial skincare products in the morning and five types in the evening. On the other, they adjust their routines as the seasons or their skin conditions change, seeking specifically tailored products for different skin needs.

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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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