

## Facial Masks - China - April 2019

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“As a fast-growing market, the facial mask market is facing fierce competition from functional aspects to value-added emotional aspects. Consumers’ upgraded demands for mental relaxation provide an opportunity for brands to invest in a ritualised facial mask routine. Under the influence of the premiumisation trend, product innovation could be around sensitive skin such as medical masks.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Ritualise facial mask routine
- The potential of targeting sensitive skin
- How can facial mask brands face the threat from ampoules?

The facial mask market saw high growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 18.2% over 2018-23. Incremental usage frequency, product premiumisation and more professional innovations are contributing to market growth.

About half of consumers have increased their usage frequency of facial masks, and the most important reason for this change is that increasing the usage is perceived as a way to take better care of skin. In addition, the behaviour of applying facial masks is related to emotional comfort which becomes a way to relax and help consumers feel more confident. However, there are consumers who prefer using ampoules of facial serum rather than facial masks to quickly their improve skin condition, indicating that facial mask brands also need to compete with cross-category products.

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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
- Facial masks included in this Report:
- Excluded
- Subgroup Definitions (by Monthly Personal Income):

### Executive Summary

- The market
  - Figure 1: Best- and worst-case forecast of total value sales of facial mask market, China, 2013-23
- Companies and brands
  - Figure 2: Leading brands' share in value sales of facial masks, China, 2017 and 2018
- The consumer
  - Niche types gain popularity
    - Figure 3: Facial masks used in the last six months, February 2019
- Increasing time and money spent on facial masks
  - Figure 4: Time and money spent, February 2019
- Benefit to skin is the main driver of increasing usage frequency
  - Figure 5: Reasons for using facial masks more frequently, February 2019
- Satisfaction of current result is why consumers do not increase usage frequency
  - Figure 6: Reasons for not using facial masks more frequently, February 2019
- Most consumers would pay more for more essence
  - Figure 7: Premium factors for a sheet mask, February 2019
- The competition between facial masks and ampoules
  - Figure 8: Attitudes towards ampoules, by gender and age, February 2019
- What we think

### Issues and Insights

- Ritualise facial mask routine
  - The facts
  - The implications
    - Figure 9: One Leaf sleeping mask set, China
    - Figure 10: Olay vitality enhance sleeping mask, China, 2019
    - Figure 11: HomeFacialPro Hydration facial mask
- The potential of targeting sensitive skin
  - The facts
  - The implications
    - Figure 12: Caizhiji ingredient proof
    - Figure 13: Inoherb Chinese Herbal Facial Mask, China, 2018

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How can facial mask brands face the threat from ampoules?

The facts

The implications

Figure 14: Estée Lauder Nutritious Super-Pomegranate Radiant Energy Night Cream/Mask, China, 2018

Figure 15: Olityna Micro-peptide Beauty Repair Mask Education, China

## The Market – What You Need to Know

High-speed development

Usage frequency and upgrading demands fuel the market

## Market Size and Forecast

Fast-growing market

Figure 16: Best- and worst-case forecast of total value sales of facial mask market, China, 2013-23

## Market Drivers

Increasing usage frequency

Price premiumisation drives growth

Figure 17: New facial mask launches, by price tier, China, 2017 and 2018

Figure 18: New facial mask launches by premium skincare brands, China, 2018

Upgrade professionalism

Figure 19: Kefumei comfy collagen dressing

## Key Players – What You Need to Know

One Leaf still leading the market

Connect with emotional appeal

## Market Share

Dynamic competitive landscape

Figure 20: Leading brands' share in value sales of facial masks, China, 2017 and 2018

One Leaf shows strong competitiveness

Figure 21: One Leaf facial masks targeting sensitive skin, China, 2018

Online brands have different stories

## Competitive Strategies

Be more fashion-based

Figure 22: Dr. Morita cooperated with Daniel Wong, China, 2018

Figure 23: Mask Family cooperated with Lanyu facial mask set, China, 2018

Interactive user experience

Figure 24: Wetherm talking facial mask, China, 2018

Figure 25: Innisfree music facial mask, China, 2018

Cross-category creates online buzz

Figure 26: Facial mask launched by Chando and Huggies, China, 2018

Figure 27: Facial mask launched by Chunji and Qiaqia Food, China, 2019

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### Who's Innovating?

#### Brightening/illuminating claims are growing fast

Figure 28: Top claims in new facial mask launches, China, 2017 and 2018

#### For sensitive skin

Figure 29: New facial mask launches for sensitive skin, China, 2018

#### Inspired by food and drink

Figure 30: New facial mask launches with food format, Japan and South Korea, 2018-19

#### V-mask for lifting

Figure 31: New V-mask launches for lifting, China, 2018

#### Dry mask

Figure 32: New dry mask launches, Global, 2018

#### Different occasions

Figure 33: New facial mask launches targeting different occasions, South Korea and US, 2018-19

#### Male mask targeting shaving zone

Figure 34: New facial mask launches targeting male shaving zone, South Korea, 2018

#### Stick format

Figure 35: New facial mask launches with stick format, UK and US, 2018-19

### The Consumer – What You Need to Know

Both men and women have high usage of facial masks

Consumers are contributing both time and money to facial masks

Desire for better skin is the main driver

Younger consumers are more sceptical towards facial masks

Men-targeted masks need paying attention to

Facial masks are more used to improve skin condition quickly

### Product Usage

#### Willing to try innovative types of masks

Figure 36: Facial masks used in the last six months, February 2019

Figure 37: About Me line-engraving facial mask, China

Figure 38: Jayjun Minions Mini Mask

#### Women are still the main users but men are not too far behind

Figure 39: Facial masks used in the last six months, by gender, February 2019

#### Women in late 20s are worth noticing

Figure 40: Facial masks used in the last six months – Females, by age, February 2019

#### High earners use more niche types

Figure 41: Facial masks used in the last six months, by monthly personal income, February 2019

### Time and Money Spent

About half of consumers increased both money and time spent on facial masks

Figure 42: Time and money spent, February 2019

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Although men are behind, the gap is small

Figure 43: Time and money spent, by gender, February 2019

Consumers in their early 20s are more willing to invest time than others

Figure 44: Time and money spent, by age, February 2019

High earners want to enjoy more 'me-moments'

Figure 45: Time and money spent, by monthly personal income, February 2019

### Reasons for Using Facial Masks More Frequently

Using more masks is believed to be a way to take better care of skin...

Figure 46: Reasons for using facial masks more frequently, February 2019

...while high earners have treated it as a daily routine

Figure 47: Reasons for using facial masks more frequently, by monthly personal income, February 2019

### Reasons for Not Using Facial Masks More Frequently

Concerns are not the top reason for less frequent usage

Figure 48: Reasons for not using facial masks more frequently, February 2019

Different levels of concern about damage to skin barrier

Figure 49: Reasons for not using facial masks more frequently, by age, February 2019

### Premium Factors

Essence is the core factor of facial masks to charge a premium

Figure 50: Premium factors for a sheet mask, February 2019

Figure 51: Dr Plant dendrobium facial mask, China

Invest in male-specific masks

Figure 52: Premium factors for a sheet mask, by gender, February 2019

Consumers aged 25-29 have distinct demands

Figure 53: Premium factors for a sheet mask, by age, February 2019

### Attitudes towards Facial Masks

Facial masks cannot replace emulsion/essence

Figure 54: Usage habit, by select demographics, February 2019

Increasing usage for both emulsion/essence and facial masks compared to 2017

Figure 55: Usage habit - Females, 2017 vs 2019

Foreign brands win slightly, continuing from 2017 to today

Figure 56: Brand preference - Females, 2017 vs 2019

Light and thin texture is still more favoured

Figure 57: Texture preference - Females, 2017 vs 2019

High earners and females take facial masks as a daily routine

Figure 58: Usage occasion, by gender and monthly personal income, February 2019

20-24 year olds are more positive about ampoules than others

Figure 59: Attitudes towards ampoules, by gender and age, February 2019

Younger consumers prefer buying online more

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Figure 60: Purchase channel, by age, February 2019

### Meet the Mintropolitans

Mintropolitans have higher usage than Non-Mintropolitans

Figure 61: Product usage, by consumer classification, February 2019

Mintropolitans have higher demands

Figure 62: Premium factors for a sheet mask, by consumer classification, February 2019

Slightly more positive towards ampoules

Figure 63: Attitudes towards ampoules, by consumer classification, February 2019

### Appendix – Market Size and Forecast

Figure 64: Total value sales of facial mask market, China, 2013-23

### Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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