

Bodycare - China - August 2019

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“Bodycare is less likely to be considered as essential when compared to other beauty and personal care categories, therefore this market relies on product innovations to draw consumer attention and drive trial and usage. Incorporating added benefits, ingredients or formats that are typically seen in facial skincare into bodycare can help brands boost engagement and sales.”
Alice Li, Senior Research Analyst

This report looks at the following areas:

- Follow facial skincare trends to boost the market
- Hand care needs additional benefits
- Will the total wellbeing trend tackle the fall of footcare?

The market size of bodycare (including bodycare, hand/nail care and footcare) has been steadily increasing in recent years, growing at a CAGR of 8.9% over 2015-19 to reach RMB10,159 million in 2019. The bodycare segment is the key growth driver with active product innovations around ingredients, benefits and formats, etc – especially following trends of facial skincare. Young females aged 20-39 have largely contributed to the strong consumer demand, and the men’s segment is also worth developing.

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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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