

Clean Beauty - China - March 2020

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This report looks at the following areas:

- Move from 'natural' to 'clean' to ease consumers' concern over product safety
- Promote clean beauty with effectiveness
- Getting inspiration from food ingredients

As an emerging segment, clean beauty is impacting the beauty market and is expected to be better adopted by Chinese consumers in the near future, driven by increasing needs for ensured product safety and proven effectiveness. However, due to a lack of industry consensus, consumers are still confused about this concept though most of them hold positive attitudes towards clean beauty in terms of safety and sustainability, indicating the necessity of consumer cultivation.

The good news is that as consumers are becoming more and more sophisticated, their concerns over the impact of consumption will also grow, and this will stimulate further growth of this segment in the future.



"Though gathering positive attitudes from consumers, further growth of clean beauty is likely to be hindered due to low awareness and consumers' cognitive ambiguity. This calls for brands' efforts on consumer education on its differentiation from current organic/natural beauty concepts."

– Yali Jiang, Senior Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report
- Excluded
- Subgroup definitions (by monthly personal income)

EXECUTIVE SUMMARY

- Market and competition
- A promising market but a long way to go
- Competition is getting fierce
- The consumer
- Ensured safety is the top purchase factor followed by good skin sensing

Figure 1: Purchase factors of beauty and personal care products, December 2019

- Product safety related features are more linked to clean beauty

Figure 2: Perceived features of clean beauty products, December 2019

- Organic claim penetrates in facial skincare, haircare and body cleansing category

Figure 3: Purchased clean beauty product type, December 2019

- Consumers are confused about clean beauty brands

Figure 4: Purchased clean beauty brand in the last six months, December 2019

- Utilising WOM to promote clean beauty

Figure 5: Influential factors of clean beauty products purchases, December 2019

- Consumers recognise the benefits of clean beauty though they find it hard to truly distinguish a clean beauty product

Figure 6: Attitude towards clean beauty products, December 2019

- What we think

ISSUES AND INSIGHTS

- Move from 'natural' to 'clean' to ease consumers' concern over product safety
- The facts
- The implications

Figure 7: Example of clean beauty brand with ensured safety, US

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Promote clean beauty with effectiveness**
- **The facts**
- **The implications**

Figure 8: Example of clean beauty brand with proven effectiveness, UK

- **Getting inspiration from food ingredients**
- **The facts**
- **The implications**

Figure 9: Examples clean beauty brands with super fruits claim, US

MARKET AND COMPETITION – WHAT YOU NEED TO KNOW

- **Consumers' needs and environment protection regulation drive growth**
- **White space opportunities ahead**

MARKET OVERVIEW

- **Definition of clean beauty**
Figure 10: Key words for different meanings for clean beauty
- **Clean beauty in the US**
Figure 11: Roadmap of clean beauty revolution in US
- **Clean beauty in the UK**
- **Clean beauty in Japan**
- **Clean beauty in China**

MARKET FACTORS

- **Consumers' unchanged needs for product safety and efficacy**
- **Prohibition of plastic beads production impacts beauty industry but echoes with sustainable claim**
- **Potential influence on clean beauty due to COVID-19**

COMPETITIVE STRATEGIES

- **Utilise social media to create buzzword #cleanbeauty**
Figure 12: Clean beauty promotion on social media, China
- **Brand incubation is the future way for clean beauty brands**
Figure 13: LOVE beauty AND planet, China, 2019
- **Entering China's market through cross-border platforms**
Figure 14: LUSH's brand theory on its official Tmall overseas store, China

WHO'S INNOVATING?

- **Current status of clean beauty development in China vs developed markets**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 15: Percentage of new product launches with any claims of organic, vegan and cruelty-free in major BPC categories, US, UK, Japan and China, 2019

- **Renewable natural ingredients to support sustainability**
Figure 16: New launches of renewable ingredients, US
- **Zero waste by adding upcycled ingredients**
Figure 17: New launches of skincare products using upcycled materials, US and UK, 2019-20
- **Leverage certifications to promote clean beauty**
Figure 18: New launches of clean beauty products with UEBT and NaTure certification, Italy and Argentina, 2020
- **Recyclable packaging to reduce climate change**
Figure 19: New launches of products with recyclable packaging, Italy, Germany, UK and Finland, 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Safety dominates among all purchase factors**
- **More 25-29 year old women associate environmental and ethical factors with clean beauty than others**
- **Advanced claims have higher penetration among overseas returnees**
- **Consumers don't have clear understanding of clean beauty**
- **WOM is the top influential factor of clean beauty product purchases**
- **Consumers are positively viewing clean beauty**

PURCHASE FACTORS

- **Safety is the top priority when selecting beauty and personal products**
Figure 20: Purchase factors of beauty and personal care products, December 2019
- **22% of women recognise the importance of 'clean beauty' label when shopping BPC products**
Figure 21: Purchase factors of beauty and personal care products, by gender, December 2019
- **Women aged 18-24 have needs for good skin sensing**
Figure 22: Purchase factors of beauty and personal care products, female, by age, December 2019
- **Safety is emphasised by consumers with different income levels**
Figure 23: Purchase factors of beauty and personal care products, by monthly personal income level, December 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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PERCEPTION OF CLEAN BEAUTY

- **Safety is the top-of-mind attribute of clean beauty**
Figure 24: Perceived features of clean beauty products, December 2019
- **Women are more sophisticated to deliver trendy concepts to**
Figure 25: Perceived features of clean beauty products, by gender, December 2019
- **25-29 year old women link environmental and ethical factors with clean beauty**
Figure 26: Perceived features of clean beauty products, female, by age, December 2019
- **Multiple ways to promote ethical beauty products**
Figure 27: Perceived features of clean beauty products, by purchase factor, December 2019
- **High earners pay more attention to product packaging**
Figure 28: Perceived features of clean beauty products, by monthly personal income, December 2019

PRODUCT TYPE PURCHASED

- **Higher penetration in facial skincare category**
Figure 29: Purchased clean beauty product type, December 2019
Figure 30: Percentage of new product launch claims, by category, China, 2019
- **Foreign enterprise employees have higher acceptance of advanced claims**
Figure 31: Purchased clean beauty product type – ‘facial skincare products’, by company type, December 2019
- **More overseas returnees purchased products with these advanced claims**
Figure 32: Purchased clean beauty product type – ‘facial skincare products’, by residents segment, December 2019

CLEAN BEAUTY BRANDS PURCHASED

- **Ambiguity in consumers’ cognition of clean beauty brands**
Figure 33: Purchased clean beauty brand in the last six months, December 2019
- **Men associate L’Oréal with clean beauty brand**
Figure 34: Top 15 purchased clean beauty brands in the last six months, by gender, December 2019
- **Consumers aged 25-39 associate premium brands with clean beauty**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 35: Top 15 purchased clean beauty brands in the last six months, by age, December 2019

INFLUENTIAL FACTORS OF CLEAN BEAUTY PRODUCT PURCHASES

- **WOM drives consumers' purchase of clean beauty products**

Figure 36: Influential factors of clean beauty products purchases, December 2019

- **Different approaches to engage overseas returnees and returning migrants**

Figure 37: Influential factors of clean beauty products purchases, by resident segment, December 2019

ATTITUDE TOWARDS CLEAN BEAUTY PRODUCTS

- **Consumers holding positive attitudes towards clean beauty products**

Figure 38: Attitude towards clean beauty products, December 2019

- **Tier one city consumers show less agreement on efficacy of clean beauty products**

Figure 39: Attitude towards clean beauty products – 'agree', by city tier, December 2019

MEET THE MINTROPOLITANS

- **MinTs have higher expectations of clean beauty**

Figure 40: Perceived features of clean beauty products, by consumer classification, December 2019

- **MinTs buy clean beauty products because of WOM on social media**

Figure 41: Influential factors of clean beauty products purchases, by consumer classification, December 2019

APPENDIX – WORD CLOUD IN MANDARIN

Figure 42: Clean beauty brands purchased, Mandarin, December 2019

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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