

## Managing Skin Conditions (Responding to COVID-19) - China - May 2020

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“Wearing a face mask outdoors has become a daily habit for consumers after the outbreak. Mintel’s research has shown that this has led to more skin issues such as dry/itchy skin, on top of common skin conditions such as acne and enlarged pores.”

– Amy Jin, Research Analyst, 30 May 2020

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour on managing skin conditions
- How the market will react towards COVID-19 outbreak
- Different skin conditions experiences and how are consumers dealing with them
- Shopping behaviours amongst speciality skincare users and reasons for selecting
- Attitude towards managing skin conditions

Similar to previous years, most common facial skin conditions consumers experienced are acne and enlarged pores are the top concerns. Females are more concerned with skin issues that affect their appearance such as dark spots whereas males care more about maintaining healthy skin.

Product safety is the top concern for consumers, and this has propelled consumers to invest in a healthy lifestyle as the first step to deal with facial skin issues, which is perceived as more natural and effective in the long term.

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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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