

# Women's Facial Skincare - China - October 2020

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## This report looks at the following areas:

- The impact of COVID-19 on women's facial skincare market.
- Competitive landscape and launch activities.
- Skin issues that trouble women most and causes of these issues.
- Trends in usage of facial skincare products over the past three years.
- Purchase factors of facial skincare products and attitudes towards ingredients.

The women's facial skincare market has proved resilient over the years with women expanding their routines and experimenting with new products. Penetration is very high and continues to increase, especially that of facial treatment products such as serum. Prestige brands and online business have delivered stronger growth, reflecting the continued consumption upgrade and changing retail landscape in this category.

Meanwhile, consumers are getting increasingly knowledgeable and prioritise product benefits and ingredients over brand and price. This in some ways makes women's facial skincare a level playing field where small and new brands have a good chance of entry and gaining market share. Leading brands are challenged to keep not only renovating their classics but also bringing true innovations into the market, in order to consolidate leadership.



"The women's facial skincare market has seen strong value growth year-on-year, driven by the prestige sector and the expansion of online business. Penetration is very high and continues to rise, especially facial treatment products such as serum and eye cream, indicating that women continue to seek more advanced skincare solutions."

– Alice Li, Senior Analyst

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