

Facial Cleansing and Makeup Removal Products - China - September 2020

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“COVID-19 has had a temporary impact on the growth of the facial cleaning and makeup removal markets in China in 2020. However, looking forward, the trends of natural, safe, and caring cleansers and removers will sustain, encouraging brands to enhance their formulation and communication to better suit consumers’ shifting and evolving skin care demands.”

– Anne Yin, Research Analyst

This report looks at the following areas:

- Opportunities in targeting combination skin
- Recreate the story about foams
- Tackle residue concerns for removers

China’s facial cleansing products market saw strong growth in 2019, supported by female users’ interests in skincare, of which cleansing is a fundamental process, as well as their interests in fighting against skin aging, where deep facial cleansing plays a role. Although, COVID-19 has slowed growth momentum in 2020, the underlying trend towards mildness, natural and caring will remain and lift the market back to previous growth levels in the near future.

China’s makeup removal products market has seen fast expansion due to the prosperity of the colour cosmetics market, and thus also took a heavier hit from COVID-19 due to reduced usage. However, consumer attention towards natural and safe, as well as interest in added skin benefits will restore in the near future and pick up the market’s growth momentum.

Increased consumer awareness in treating skin sensitivity and a better understanding of their skin conditions in terms of skin types are pushing brands in these two markets to alter product design and communications.

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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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