

# Bodycare - China - 2021

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## This report looks at the following areas:

- Market overview and competitive landscape of bodycare products
- Consumers' spending priorities across beauty and personal care categories
- Changes in usage of bodycare products over the past year
- Purchase triggers and brand preferences for bodycare products
- Reasons for using footcare products
- Important features that indicate the effectiveness of body lotion

Among female consumers, 40% of respondents claim that they have invested more money on body skincare products in the last six months, which is only second to facial skincare and haircare products. It indicates that women attach great importance to their body skin and are willing to trade-up in this category.

However, compared to the previous year, the usage of bodycare products has stayed stagnant. Newer segments, such as body scrub and footcare products remain niche in the market. This shows that most consumers are not adopting more steps in their bodycare routines. It could be challenging for brands to further expand their consumer base.

Meanwhile, 46% of surveyed consumers are expecting innovative benefits from the body segment, indicating huge consumer needs for high-quality bodycare products. Therefore, bodycare products should keep pace with facial skincare trends and take this opportunity to develop more facial-care-level bodycare products. For example, upgrading formulas from one hero ingredient to a combination of ingredients to offer superior efficacy and developing specialised products to target specific body areas.



"In 2021, the bodycare market is mainly driven by wellbeing trends and premiumisation. Although consumers are barely expanding their bodycare routines, they are treating every part of the body skin with facial-care standards."

- Jane Chai, Research Analyst

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