

Men's Grooming Routines - China - 2021

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This report looks at the following areas:

- Changes in men's usage of facial skincare products over the past three years
- Men's usage habits of and attitudes towards facial skincare
- Men's usage of makeup products and their attitudes towards wearing makeup
- Men's top concerns on appearance and implications for brands
- Features of an ideal beauty and personal brand from men's perspective.



"Men's usage of facial skincare products continues to become polarised even after the impacts from COVID-19 have been diminishing. While more male beauty enthusiasts emerge to drive usage of more advanced facial treatment products, a growing number of non-users or occasional users means facial skincare is not a universal demand for men as it is for women."

—Alice Li, Associate Director

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