

Beauty in Lower Tier Cities - China - 2021

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This report looks at the following areas:

- The accumulation of beauty knowledge is reflected in the pursuit of skin suitability
- Lifting spirits in daily life with bright makeup and style
- Scented personal care products meet the expectation of fragrance suitable for daily life
- Long-term replenishment of beauty ingredients to keep healthy from the inside out
- Format innovations with new concepts to help consumers "advance" their skincare habits

Consumers in lower tier cities have more exposure to new beauty concepts and BPC (beauty and personal care) products and enjoy exploring and learning about them, helping them stay up to date with beauty knowledge. They actively try new products to find more suitable BPC products according to their understanding of their skin types.

In addition to product ingredients and efficacy, consumers in lower tier cities have also begun to focus on differentiating BPC product based on features like texture, colour, fragrance, format and packaging. During the purchasing process, factors such as these can help them determine whether a product meets their needs, style and aesthetics.

Consumers in lower tier cities use BPC products to not only boost their external appearance but also provide inner confidence.



"An influx of new beauty concepts and BPC products are constantly refreshing consumers' understanding of beauty and makeup in lower tier cities. Brands could try leveraging product benefits such as improving temperament and spiritual outlook to build closer emotional connections with consumers."

– Yuxi Shao, Research Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this report**
- **Report scope**
- **Objective and methodology**
- **Quantitative research**

Figure 1: The sample structure for each city is as follows:

- **Qualitative research**

Figure 2: Interview cities in the qualitative research

Figure 3: Profiles of respondents to the qualitative research

EXECUTIVE SUMMARY

- **Accumulation of beauty knowledge: wording expressions on skin suitability**

Figure 4: Texture of BPC products – Interview excerpts, 2021

Figure 5: Elements to boost products' credibility, by age, 2021

- **Colour and style preference: lifting spirits through makeup and dress**

Figure 6: Colour preference – Interview excerpts, 2021

Figure 7: Lip cosmetics behaviour change, by age, 2021

- **Scent acceptance and choice: long-lasting fragrance suitable for everyday occasions**

Figure 8: Scent selection of perfume and personal care products – Interview excerpts, 2021

Figure 9: Purchase factors of fragrances, by age, 2021

- **Understanding of beauty ingredients and efficacy: gradual adjustments and quick interventions**

Figure 10: Taking health supplements – Interview excerpts, 2021

Figure 11: Cosmetic surgery services – Interview excerpts, 2021

- **Attitude towards brand product innovation: format innovations with new concepts are a niche breakthrough**

Figure 12: Trying new concepts – Interview excerpts, 2021

Figure 13: Attitudes towards product format/texture, by age, 2021

- **What we think**

INTRODUCTION TO LOWER TIER CITIES IN CHINA

- **Fast rebounded consumption confidence and accelerated consumer affordability**

Figure 14: Confidence in improving future finances – Very confident/somewhat confident, by city tier, 2020-21

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 15: Interviewed experts' words about consumption confidence and power, 2021

- **Consumers emphasise value for money, and promotions have significant influence**

Figure 16: Consumer price index, 2021

Figure 17: Attitudes towards price changes, by city tier, 2021

Figure 18: Interviewed experts' words about spending habits, 2021

- **Domestic brands are highly accepted, and emerging brands have great potential in the market**

Figure 19: Impression comparison between premium domestic brands and foreign brands, by city tier, 2020

Figure 20: Interviewed experts' words about brand choices, 2021

- **Video livestreaming commerce is switching towards 'unity of efficiency and effectiveness'**

Figure 21: Attitudes towards livestreaming shopping – Strongly agree/agree, by city tier, 2020

Figure 22: Interviewed experts' words about livestreaming commerce, 2021

- **Investment in skincare continues to rise**

Figure 23: methods for skin improvement, by city tier, 2021

ACCUMULATION OF BEAUTY KNOWLEDGE: WORDING EXPRESSIONS ON SKIN SUITABILITY

- **Numerous recommendations stimulate desire for constant experimenting and upgrading**

Figure 24: Changes in the selection of skincare and beauty products – interview excerpts, 2021

- **Focus more on texture and usage experience to determine suitability**

Figure 25: Texture of beauty and personal care products – Interview excerpts, 2021

- **Endorsements from professional organisations and bloggers win young consumers' trust**

Figure 26: Elements to boost products' credibility, by age, 2021

- **Communicating product efficiency with texture nicknames and professional background**

Figure 27: COLOURPOP mashed potato highlight and Binarix cashmere makeup removal cream, 2021

Figure 28: Dr. Yu Skin Barrier Recovery Line, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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COLOUR AND STYLE PREFERENCE: LIFTING SPIRITS THROUGH MAKEUP AND DRESS

- **Brightening is interpreted as fashionable and out-of-the-box**
Figure 29: Colour preference – Interview excerpts, 2021
- **Pursuing natural and comfortable overall look**
Figure 30: Style preferences – Interview excerpts, 2021
- **The key trend of natural lip colours and bright colours preference under COVID-19**
Figure 31: Lip cosmetics behaviour change, by age, 2021
- **Self-confidence is key in beauty product communication**
Figure 32: Perfect Diary became the official partner of the Chinese gymnastics team, 2021
Figure 33: Chiotur liquid eye shadow, 2021

SCENT ACCEPTANCE AND CHOICE: LONG-LASTING FRAGRANCE SUITABLE FOR EVERYDAY OCCASIONS

- **The expectation of scented personal product is equal to that of an entry-level perfume**
Figure 34: Scent selection of perfume and personal care products – Interview excerpts, 2021
- **Scented skincare and makeup products raise concerns about ingredient safety and “fragrance conflict”**
Figure 35: Scent of skincare and colour cosmetics – Interview excerpts, 2021
- **Young consumers in lower tier cities enjoy the “playfulness” of perfume**
Figure 36: Purchase factors of fragrances, by age, 2021
- **Young consumers are more sensitive to the fragrance of facial skincare products**
Figure 37: Purchase factors of facial skincare products, by age, 2020
- **Category extensions of fragrance products and innovative ways to play with fragrance**
Figure 38: Mouthwash launched by Glo&White, 2021
Figure 39: Dove X McCafé Coffee Bubble line, 2021

UNDERSTANDING OF BEAUTY INGREDIENTS AND EFFICACY: GRADUAL ADJUSTMENTS AND QUICK INTERVENTIONS

- **Taking edible beauty products for long-term conditioning**
Figure 40: Taking health supplements – Interview excerpts, 2021
- **Beauty supplements can also improve overall body function**
Figure 41: Attitudes towards health supplements, by age, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Light non-invasive cosmetic procedures have not established a reputation yet**

Figure 42: Cosmetic surgery services – Interview excerpts, 2021

Figure 43: Cosmetic surgery clinics and advertisement in lower tier cities, 2021

- **Results of cosmetic surgery are most attractive to consumers aged 30-39**

Figure 44: Reasons to try cosmetic surgery, by age, 2021

- **Leverage effective ingredients to crossover with leisure food for both beauty and health**

Figure 45: Crossover collaboration of Chando and LELECHA, 2019

- **Skincare and colour cosmetic brands step into beauty care service**

Figure 46: Beauty services at skincare counters in lower tier cities, 2021

ATTITUDE TOWARDS BRAND PRODUCT INNOVATIONS: FORMAT INNOVATIONS WITH NEW CONCEPTS ARE A NICHE BREAKTHROUGH

- **Niche brands that find breakthroughs in new categories will have superlative opportunities**

Figure 47: Trying new brands – Interview excerpts, 2021

- **The attractiveness of the new concept of format innovation is enough to recruit one-time customers**

Figure 48: Trying new concepts – Interview excerpts, 2021

- **Portability and transforming skin sensations bring new and exciting skincare experiences for young consumers**

Figure 49: Attitudes to product format/texture, by age, 2021

- **Helping consumers advance their skincare habits through format innovation**

Figure 50: Peterson's Lab Day & Night Eye Treatments, 2021

Figure 51: FULFIL Facial Cleaning And Convergence Volcanic Mud Trilogy, 2021

Figure 52: Beauty product displays in an offline store in Qiqihar, Heilongjiang, 2021

APPENDIX

- **Abbreviations**
- **Interviewees' photos**
- **Interviewee 1: 33 years old, Female, Jincheng, Shanxi**
- **Interviewee 2: 28 years old, Female, Liaocheng, Shandong**
- **Interviewee 3: 29 years old, Female, Bengbu, Anhui**

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Interviewee 5: 34 years old, Female, Jingmen, Hubei
- Interviewee 6: 25 years old, Female, Zhumadian, Henan
- Interviewee 7: 25 years old, Female, Baoji, Shaanxi
- Interviewee 8: 33 years old, Female, Shaoguan, Guangdong
- Interviewee 9: 26 years old, Female, Qiqihar, Heilongjiang
- Interviewee 10: 38 years old, Female, Yuxi, Yunnan

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Executive Summary

Full Report PDF

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