

Managing Skin Conditions - China - May 2021

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This report looks at the following areas:

- Changes in consumers' skin management behaviours
- Preferred ways for consumers to know skin conditions and tackle skin issues
- Usage occasions of speciality skincare products for sensitive skin
- Most important claims of speciality skincare brands for sensitive skin
- Features of speciality skincare brands when compared to common skincare brands

Among speciality skincare users, up to 57% have increased the number of products they are using, compared to 32% of common skincare users. Although speciality skincare brands have a relatively lower penetration, their users have higher stickiness compared to common skincare users. In this case, speciality skincare brands have great potential to build a closer relationship with consumers.

As common skincare brands increasingly join competition, offering solutions for problematic skin/sensitive skin, it would be a challenge for speciality skincare brands to differentiate. Furthermore, when it comes to treating sensitive skin, consumers tend to use speciality skincare products occasionally, such as when season changes or after sun exposure, rather than on a regular basis.

Demands on more benefits provide opportunities for speciality skincare brands to increase their relevance in consumers' skincare routines. Besides skin sensitivity, consumers also apply speciality skincare products to treat various skin issues, from improving skin complexion to anti-wrinkles. Therefore, there's scope for speciality skincare brands to go beyond repairing problematic skin/sensitive skin and expand into multifunctional or advanced benefits.



"The rising concern on health and wellbeing after the COVID-19 outbreak has brought opportunities for speciality skincare brands. However, the competition is also getting fiercer as newcomers join."

– Jane Chai, Research Analyst

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