

Colour Cosmetics - Face - China - 2021

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This report looks at the following areas:

- Market overview and innovations of face colour cosmetics
- Competitive landscape and top players in face colour cosmetics market
- Changes in females' face makeup behaviours
- Purchase journey of face makeup products
- Pain points of using base makeup products
- Consumer expectations and attitudes towards base makeup products with skincare benefits

Chinese consumers show high acceptance in makeup products incorporating skincare benefits – up to 76% of respondents believe skincare foundation does work for protecting skin, compared to only 12% who think it is just a marketing gimmick. This suggests skincare makeup has great potential in China's market and will continue to drive the face makeup category in the upcoming years. There is scope for brands to leverage skincare benefits to drive trading-up. While moisturising/hydrating benefits are essential, more advanced skincare benefits such as anti-ageing are also welcomed.

However, face colour cosmetics usage has entered a relatively stable phase, with consumers focusing on base makeup products, especially foundation. Consumers will not easily change, expand their face makeup routines or switch brands, which means their spending on the category also tends to be stable. Therefore, it would be challenging for brands to increase consumers' product usage further and develop niche segments.



"In the face colour cosmetics market, consumers focus on staple products, especially foundation, and are hardly expanding their routines or switching brands."

– Jane Chai, Research Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this report**
- **Definition**
- **Excluded**

EXECUTIVE SUMMARY

- **The market**
Figure 1: Best-and worst-case forecast of total value sales of face colour cosmetics market, China, 2015-25
- **Companies and brands**
Figure 2: Leading manufacturer’s share in value sales of face colour cosmetics, China, 2019 and 2020
- **The consumer**
- **Product usage has entered a stationary phase**
Figure 3: Face makeup products used in the last six months, 2021 vs 2020
- **Consumers hardly change their face makeup routines**
Figure 4: Changes in face makeup routines compared to six months ago, 2021
- **Online information is important for decision making**
Figure 5: Purchase journey of face makeup, 2021
- **Skin damage is one of the biggest frustrations when wearing base makeup products**
Figure 6: Usage pain points of base makeup, 2021
- **Moisturising/hydrating is essential, while more skincare benefits are welcomed in base makeup products**
Figure 7: Interest in skincare benefits of base makeup, 2021
- **Skincare foundation is well recognised**
Figure 8: Attitudes towards skincare foundation, 2021
- **What we think**

ISSUES AND INSIGHTS

- **A fixed face makeup routine focusing on staple products**
Figure 9: shu uemura’s foundation brush, China, 2021
- **Skincare benefits would be valuable add-ons for base makeup products**
Figure 10: L’Oréal Age Perfect Illuminating Nourish Crème Foundation, China, 2020
Figure 11: New face makeup launches as an extension to skincare lines, China, 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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Figure 12: Powder and concealer products with skincare benefits, China, 2020-21

MARKET SIZE AND FORECAST

- Robust growth in 2020**
 Figure 13: Sales value and growth rate of face colour cosmetics market, China, 2016-20
- Skinification continues to boost the face makeup category**
 Figure 14: Best-and worst-case forecast of total value sales of face colour cosmetics market, China, 2015-25

MARKET FACTORS

- Demands for skincare benefits in makeup products
- Mask-friendly face makeup products cater to consumer needs
- Domestic players continue strong momentum
- Eye makeup may attract more consumer attention

MARKET SEGMENTATION

- Foundation takes the lion’s share and is driven by skinification**
 Figure 15: Segment share of face colour cosmetics market, China, 2019 and 2020
 Figure 16: Sales value and growth rate of face colour cosmetics market, by segment, China, 2019-20
- Primer shows strong momentum
- Powder continues to grow thanks to local players

MARKET SHARE

- Big players are resilient during the COVID-19 outbreak**
 Figure 17: Leading manufacturer’s share in value sales of face colour cosmetics, China, 2019 and 2020
- L’Oréal achieved steady growth**
 Figure 18: Maybelline New York’s 5G+AI livestreaming, China, 2021
 Figure 19: Liquid foundations with mask-friendly and skincare claims from L’Oréal group, China, 2021
- Florasis gained share dynamically

MARKETING ACTIVITIES

- Promoting with skincare products**
 Figure 20: Promotion posts combining face makeup products with skincare products, China, 2020-21

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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- Competing with continuous renovations and portfolio expansion**
 Figure 21: Florasis' new face powder products, China, 2020
 Figure 22: Florasis' new skincare foundation, China, 2020
- Including advanced skincare benefits into base makeup products**
 Figure 23: Proya's Silk Glow Serum Foundation, China, 2020
- Enriching brand story to reach more consumers**
 Figure 24: Florasis' new song and new virtual idol, China, 2020-21

NEW PRODUCT TRENDS

- Primer and powder are growing in share**
 Figure 25: New face colour cosmetics launches, by sub-category, China, 2019-20
 Figure 26: New primer launches, China, 2020-21
 Figure 27: New powder launches, China, 2021
- China falls behind in foundation innovations**
 Figure 28: New face colour cosmetics launches, by sub-category, China, South Korea, Japan, UK and US, 2020
- China lacks UV protection claims in foundation**
 Figure 29: Top selected claims in new launches of foundation/fluid illuminator, China, South Korea, Japan, UK and US, 2020
 Figure 30: Winona's foundation for dry skin and sensitive skin, China, 2020
- Relaunch activities increased in 2020**
 Figure 31: New launched face colour cosmetics products, by launch type, China, 2019-20
 Figure 32: Clé de Peau Beauté's new primer, China, 2020
- Launch activities in China**
- Skinification trend expands in face makeup category**
 Figure 33: Helena Rubinstein Cellglow Foundation, China, 2020
- Durable solutions for base makeup**
 Figure 34: New base makeup launches with long-lasting claims, China, 2020-21
- Foundation products in cream/watery texture**
 Figure 35: Foundation products in cream/watery texture, China, 2020
- Innovation highlights**
- Playful themes are integrated into face makeup products**
 Figure 36: Playful blush products, China, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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- Protective makeup products show appearances**
 Figure 37: Protective face makeup products, US and Italy, 2020
- Natural and eco-innovations are on the rise**
 Figure 38: Natural and eco face makeup products, Italy and South Korea, 2020
- Wellness merits are included in face makeup products**
 Figure 39: Crabtree & Evelyn The Gardeners Sunbeam Glow Drops, US, 2020

USAGE OF FACE MAKEUP

- Stable usage of face makeup**
 Figure 40: Face makeup products used in the last six months, 2021 vs 2020
- 25-29s use the most products in face makeup routines**
 Figure 41: Number of types of face makeup products used in the last six months, by age, 2021
- 30-39s dynamically increased their usage of face makeup**
 Figure 42: Gaps between 2021 and 2020 (as benchmark) in terms of face makeup products used in the last six months, Female aged 30-39, 2021
- Mature women show higher preference for cushion foundation**
 Figure 43: Face makeup products used in the last six months, by age, 2021
- Affluent consumers pay more attention to finishing and touch-up products**
 Figure 44: Gaps between consumers with high personal income and low personal income (as benchmark) in terms of face makeup products used in the last six months, 2021

CHANGES IN FACE MAKEUP ROUTINES

- Women have relatively fixed face makeup routines**
 Figure 45: Changes in face makeup routines compared to six months ago, 2021
- Professional makeup applicators gain more attention**
 Figure 46: Introduction of different makeup brushes on Xiaohongshu, China, 2020
- Pursuits of better results and new styles trigger changes in face makeup routines**
- 18-24s are more likely to make changes to their face makeup routines**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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Figure 47: Changes in face makeup routines compared to six months ago, by age, 2021

- Tier 1 consumers are more trend-driven**

Figure 48: Changes in face makeup routines compared to six months ago, by city tier, 2021

PURCHASE JOURNEY OF FACE MAKEUP

- Purchase of face makeup is an online journey**
Figure 49: Purchase journey of face makeup, 2021
- The 'ingredient expert' trend expands into face makeup**
- Product trial also plays an important role in decision making**

Figure 50: Consumer feedback on Tmall U Trial, China, 2021

- Recommendations from bloggers/celebrities are trustworthy**
- 18-24s prioritise word-of-mouth over ingredients**

Figure 51: Purchase journey of face makeup, by age, 2021

- Affluent consumers value in-store experiences**

Figure 52: Purchase journey of face makeup, by monthly personal income, 2021

USAGE PAIN POINTS OF BASE MAKEUP

- Crease/separate easily and not last long enough are top concerns**
Figure 53: Usage pain points of base makeup, 2021
- More skincare benefits are needed in makeup products**
- 18-24s have more concerns, especially creasing/separating easily**

Figure 54: Usage pain points of base makeup, by age, 2021

INTEREST IN SKINCARE BENEFITS OF BASE MAKEUP

- Moisturising/hydrating is essential for base makeup products**
Figure 55: Interest in skincare benefits of base makeup, 2021
- Consumers want to enhance their complexion through better base makeup**
- Skincare needs of different age groups expand into makeup**
Figure 56: Interest in skincare benefits of base makeup, by age, 2021
- Young women pay more attention to sensitive skin makeup**

ATTITUDES TOWARDS BASE MAKEUP WITH SKINCARE BENEFITS

- Consumers prefer base makeup products from skincare rather than makeup brands**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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Figure 57: Preference for base makeup brands, by age, 2021

- **Mature consumers have more faith in premium brands**

Figure 58: Preference for base makeup brands, by age, 2021

- **Skincare foundation is well recognised by consumers...**

Figure 59: Attitudes towards skincare foundation, by age and monthly personal income, 2021

- **...but skincare products are still a higher spending priority**

Figure 60: Attitudes towards skincare foundation and premium skincare products, 2021

- **18-24s focus more on makeup routines and techniques**

Figure 61: Attitudes towards skincare foundation and makeup routines and techniques, by age, 2021

APPENDIX – MARKET SIZE AND FORECAST

Figure 62: Market value of face colour cosmetics, China, 2015-25

Figure 63: Value sales of face colour cosmetics market, by segment, China, 2019-20

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Fan chart forecast**
- **Abbreviations**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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