

# Personal Care Products during Pregnancy - China - 2021

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Usage of different types of skincare products during pregnancy
- Interested functions when choosing facial skincare products during pregnancy
- Shopping behaviours and purchase journey
- Attitudes towards personal care during pregnancy
- Ingredients preferred in products and premium factors willing to pay more for
- New product innovations and competitive strategies

Similar to last year, consumers still have higher faith in personal care products that claim to be suitable for pregnancy than ordinary products. However, it is surprising to see that younger consumers are using more facial serum and essence products during pregnancy compared to mature consumers (9% didn't use any serum at all compared to the average of 14%), as those type of products often claims to provide advanced skincare features, such as lifting for anti-aging effects. Serum products are also premium positioned in terms of price, with consumers spending the most on them. The consumer data explains this finding, showing that younger consumers are more likely to be interested in facial skincare products for maternal use claiming anti-aging effects, and they tend to experience more skincare issues during pregnancy (58% vs average of 52%). This provides opportunities to launch premium facial skincare products with anti-aging benefits targeting younger consumers in the market for personal care products during pregnancy. Post-90s consumers are now emerging as the main purchasing power in the pregnancy care market. Altering marketing and product innovation strategies to cater to their needs could help brands grow.

The main threat to the pregnancy personal care product market is the declining birth rate. Due to social pressures and busy lifestyles, women are now reluctant to consider having a baby, and this market will be less able to rely on population growth for future growth. In order to boost growth, rather than rely



"When choosing personal care products for pregnant women, safety is the top consideration, far outweighing other factors including efficacy and price. From checking the ingredients to researching product reviews, savvy consumers tend to judge by themselves to be more assured."

– Amy Jin, Research Analyst

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on the target demographic expanding, brands can focus on product premiumisation and increasing spending per head by launching more segmented products to increase usage occasions.



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