

Men's Grooming Routines - China - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Market overview and growth of the men's facial skincare market in China.
- Competitive landscape and new product trends from both domestic and global perspectives.
- Competitive marketing activities.
- Men's beauty and grooming frequency in the last six months.
- Changes in usage of types and time & money investment in men's grooming categories.
- Beauty product usage and purchase behaviours.
- Consumer segmentation based on different attitudes towards BPC.

The men's BPC market is not always disappointing with less than 10% of males cutting down their time and money investment in both facial skincare and hairstyling categories while about 30% increased their investments compared to six months ago.

Furthermore, with men's growing diverse needs for BPC, emotional benefits could better help brands unlock them. Opportunities especially exist in the most demanding consumer group, Image Management Veterans (see The Consumer: Consumer Segmentation for definition), given that their needs for mood enhancement are in diverse dimensions, which provides different RTBs to resonate.

But the men's facial skincare market is indeed very small compared to that of women, with only 14% of males using it on a daily basis, which leaves a challenging task for brands to educate and recruit males in a progressive step with Awakening Apprentices being the connection between Self-image Indifferents and Image Management Veterans.



"With Awakening Apprentices being the connection between Self-image Indifferents and Image Management Veterans (consumer segments identified in this Report), brands could approach men in the BPC world following a progressive way and enhance their sophistication step by step."

– Yali Jiang, Associate Director

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **Key issues covered in this Report**
- **Definitions**
- **Subgroup definitions (by monthly household income):**

EXECUTIVE SUMMARY

- **The market**
Figure 1: Best- and worst-case forecast of retail value of men's facial skincare market, China, 2017-27 (est)
- **Companies and brands**
Figure 2: Leading manufacturers' share in value sales of men's facial skincare market, China, 2020 and 2021
- **The consumer**
- **Personal care with hygiene benefits near universally penetrated**
Figure 3: Usage frequency of beauty and grooming products in the last six months, 2022
- **Although all-in-one solution dominates, men are explorative in facial skincare**
Figure 4: Beauty products usage behaviours, 2022
- **Growing needs for facial skincare and hairstyling**
Figure 5: Time and money spent on facial skincare, 2022
Figure 6: Time and money spent on colour cosmetics, 2022
Figure 7: Time and money spent on hair products, 2022
- **Diverse emotional needs drive males to use more BPC products**
Figure 8: Reasons for using more BPC products, 2022
- **Comprehensive brand could be the future direction of brand positioning**
Figure 9: Beauty products purchase behaviours, 2022
- **Image management awareness among nearly 90% of males**
Figure 10: Attitudes towards beauty and personal care, 2022
- **What we think**

ISSUES AND INSIGHTS

- **Approach males following a progressive step**
- **Establishing a one-station brand to boost scale of economy**
Figure 11: Example of men's brand expansion into one-station brand, US, 2022
Figure 12: Examples of new start-up men's one-station grooming brands, China
- **Promote the 'He economy' through emotional uplifts**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Example of brands advocating in emotional benefits in men's grooming routines, US

MARKET SIZE AND FORECAST

- **Growth slowing down due to new waves of COVID-19 outbreaks in earlier 2022**

Figure 14: Sales value and growth rate of total men's facial skincare market, 2017-22 (est)

Figure 15: Best- and worst-case forecast of retail value of men's facial skincare market, China, 2017-27 (est)

MARKET FACTORS

- **Low penetration of men's facial skincare leads to small market size...**
- **...but larger male population means potential to enlarge consumer base in the future**
- **Diverse consumer segmentation makes men's progressive advancements possible**
- **Emotional benefits attract men to use more**

MARKET SHARE

- **International brands still dominated but saw limitation in share expansion**

Figure 16: Leading manufacturers' share in value sales of men's facial skincare market, China, 2020 and 2021

- **New domestic brands grabbing share from long-existing domestic brands**

Figure 17: Soul Man's product portfolio and promotion on multiple grooming products, China

MARKETING ACTIVITIES

- **Collaboration between business competitors to expand total market size**

Figure 18: Example of competitive collaboration, China, 2022

- **Encourage men's image management in different dimensions**

Figure 19: Examples of promoting image management in different aspects, China, 2022

- **Promoting outdoor lifestyle to resonate with young males**

Figure 20: Examples of men's grooming brands promoting outdoor lifestyle, China, 2022

- **Support men to be more attractive at romantic moments**

Figure 21: Examples of supporting men's image management on romantic occasions, China, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Expansion in channel diversity**

Figure 22: Examples of channel diversity of men's grooming, China, 2022

NEW PRODUCT TRENDS

- Face/neck care takes the largest portion of new launches in 2022**

Figure 23: New product launches in men's facial skincare market, by sub-category, US, UK, Japan, South Korea and China, 2021 and 2022 (Jan-Sep)

Figure 24: Examples of new men's eyecare launches, China, 2022

- Similar to women's facial skincare market, more relaunches to avoid risks**

Figure 25: New product launches in men's facial skincare market, by launch type, China, 2018-22 (Jan-Sep)

- Evolving format and texture trend in men's market**

Figure 26: New product launches in men's facial skincare market, by format and texture, China, 2018-22 (Jan-Sep)

- Convenience and sustainability-related claims bring business opportunities**

Figure 27: Top claims in new men's facial skincare product launches, China, 2018-22 (Jan-Sep)

Figure 28: Examples of new men's facial skincare product launches with 'time/speedy' claim, China, 2022

Figure 29: Examples of new men's facial skincare product launches with 'ethical – environmentally friendly package' claim, China, 2022

- Skin barrier repairing in the forefront to tap into skin health-related benefits**

Figure 30: Examples of new men's facial skincare product launches with 'repairing skin barrier' claim, China, 2022

- Emotional benefits will be more in demand as males are growing up in BPC**

Figure 31: Examples of new men's grooming products with emotional benefits, Netherlands, Australia, China and UK, 2021 and 2022

BEAUTY AND GROOMING FREQUENCY

- Over 60% of men are regular weekly users of perfume and hairstyling**

Figure 32: Usage frequency of beauty and grooming products in the last six months, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Males aged 25-29 are the main user group of facial skincare and colour cosmetics**

Figure 33: Usage frequency of beauty and grooming products in the last six months – ‘have used this in the last six months’, by age, 2022

- High earners drive usage frequency of almost all the grooming products**

Figure 34: Usage frequency of beauty and grooming products in the last six months – ‘once a day/nearly once a day’, by monthly household income, 2022

- Married males obviously more focused on self-image building**

Figure 35: Usage frequency of beauty and grooming products in the last six months – ‘once a day/nearly once a day’, by marital status, 2022

BEAUTY PRODUCTS USAGE BEHAVIOURS

- All-in-one facial skincare still dominates in a more segmented market**

Figure 36: Beauty products usage behaviours, 2022

- Males in their 30s stand out in flexible use of colour cosmetics**

Figure 37: Selected beauty products usage behaviours, by age, 2022

- All-in-one appeals to single males while married men are more demanding on beauty products**

Figure 38: Beauty products usage behaviours, by marital status, 2022

- The higher involvement in using skincare products turning into savvier experience**

Figure 39: Facial skincare usage behaviours, by changes in usage of types of facial skincare products in the last six months, 2022

Figure 40: Colour cosmetics usage behaviours, by changes in usage of types of colour cosmetics in the last six months, 2022

TIME AND MONEY SPENT

- Growing needs for facial skincare and haircare/hairstyling**

Figure 41: Time and money spent on facial skincare, 2022

Figure 42: Time and money spent on colour cosmetics, 2022

Figure 43: Time and money spent on hair products, 2022

- Different time and money spending focus by age group**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 44: Time and money spent on facial skincare – 'more', by age, 2022

Figure 45: Time and money spent on colour cosmetics – 'more', by age, 2022

Figure 46: Time and money spent on hair products – 'more', by age, 2022

- **Enthusiastic adopters of almost all beauty products among married men**

Figure 47: Time and money spent on facial skincare – 'more', by marital status, 2022

Figure 48: Time and money spent on colour cosmetics – 'more', by marital status, 2022

Figure 49: Time and money spent on hair products – 'more', by marital status, 2022

REASONS FOR USING MORE BPC PRODUCTS

- **Looking more vibrant, better self-care and confidence enhancement are the top reasons for using more BPC products**

Figure 50: Reasons for using more BPC products, 2022

- **Low and mid earners used more to boost confidence**

Figure 51: Reasons for using more BPC products, by monthly household income, 2022

- **Single males have stronger needs for looking vibrant**

Figure 52: Reasons for using more BPC products, by marital status, 2022

- **Independent decision-makers most likely to use more BPC products for confidence boosting...**

Figure 53: Key driver analysis (logistic regression) of 'to boost confidence', 2022

- **...while sunscreen users are most likely to use more BPC products for better self-care**

Figure 54: Key driver analysis (logistic regression) of 'to have better self-care', 2022

BEAUTY PRODUCTS PURCHASE BEHAVIOURS

- **Half of male BPC consumers admire brands offering comprehensive product lines**

Figure 55: Beauty products purchase behaviours, 2022

- **Married men more open to comprehensive brands and new brands**

Figure 56: Beauty products purchase behaviours, by marital status, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

ATTITUDES TOWARDS BEAUTY AND PERSONAL CARE

- **Importance of image management is widely acknowledged**

Figure 57: Attitudes towards beauty and personal care, 2022

CONSUMER SEGMENTATION

- **Three types of consumers**
- **What's their attitude?**
- **Self-image Indifferents**
- **Awakening Apprentices**
- **Image Management Veterans**

Figure 58: Consumer segmentation based on their attitudes towards beauty and personal care, 2022

Figure 59: Attitudes towards beauty and personal care – 'strongly agree', by consumer segmentation, 2022

- **Who are they?**

Figure 60: Consumer segmentation, by demographics, 2022

- **Awakening Apprentices more passionate about adopting more colour cosmetics**

Figure 61: Time and money spent on facial skincare – 'more', by consumer segmentation, 2022

Figure 62: Time and money spent on colour cosmetics – 'more', by consumer segmentation, 2022

Figure 63: Time and money spent on hair products – 'more', by consumer segmentation, 2022

- **Image Management Veterans expect emotional benefits in multi dimensions**

Figure 64: Reasons for using more BPC products, by consumer segmentation, 2022

- **Awakening Apprentices are comparably loyal consumers while following trends**

Figure 65: Beauty products purchase behaviours, by consumer segmentation, 2022

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.