

Age Management Products - China - 2022

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This report looks at the following areas:

- Most concerning ageing issues
- Treatments used to deal with ageing
- Awareness and penetration of ingredients claimed to have anti-ageing effects
- Interested claims and marketing activities in purchasing new anti-ageing products
- Consumers' attitudes towards ageing and the changes over years
- New innovations and marketing campaigns on anti-ageing products

Consumers are seeking holistic solutions to deal with ageing concerns. They are looking to improve the overall facial condition, rather than focusing on specific skin flaws, since they are mostly concerned with sagging skin and dull complexion. This also explains why using facial age management products more often (28%) as a treatment is not as popular as lifestyle modification (39%) because consumers want to improve their ageing issues from within. Interestingly, a quarter of consumers would buy a new anti-ageing facial skincare due to its additional emotional benefits. Therefore, when introducing skincare products to deal with ageing, the key message to focus on should be suitability and fit for modern lifestyles and these products' complementary role in supporting healthier living and better resolving ageing issues.

Moreover, Chinese consumers still pay much attention to their appearance, especially females. 53% of the surveyed female respondents strongly agree that women should take care of their appearance at whatever age. This means they are constantly seeking anti-ageing solutions, even from a younger age, and products with proven effectiveness should successfully capture their attention. This also means that age management products will face competition from cosmetic procedures with effective visible results. Those who have more experience using different types of skincare products or high income may switch to cosmetic surgery as a solution. Launching skincare products customised to deal with Chinese skin conditions or targeting a



“Consumers are not only using facial skincare products to delay ageing but also pay more attention to lifestyle modification as another major treatment. Therefore, positioning products as complementary solutions that support a healthier lifestyle and proving their effectiveness with professional endorsements can draw consumers' attention.”

– Amy Jin, Senior Analyst

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specific age group and matching their pain points will draw consumers' interest when competing with other treatment methods.



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