

Skin Beauty Services - China - 2022

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This report looks at the following areas:

- Usage of different types of facial beauty services
- Barriers to using facial beauty services
- Usage of different types of facial cosmetic surgery
- Skincare products for the post-cosmetic surgery recovery period
- Attitudes towards facial beauty services

Prestige common skincare brands and speciality skincare brands are a priority during the post-cosmetic surgery recovery period, selected by 56% of female consumers who have had cosmetic surgery. This reveals that consumers tend to choose prestige and professional skincare brands, which have high efficacy and safety connotations, suggesting that skincare brands have the opportunity to ride on the popular cosmetic surgery trend.

However, COVID-19 has brought challenges for the skin beauty service industry. Following new waves of the outbreak, spending confidence has dropped, and spending priorities have shifted to daily necessities. Meanwhile, offline beauty clinics were closed during the pandemic and still need time to recover.

Fortunately, consumers have shown a higher acceptance of various facial beauty services and cosmetic surgeries. Facial beauty services have become a method for consumers of different age groups to tackle different skin issues, while cosmetic surgery, especially non-invasive light procedures, has been gradually adopted by mature women and lower-tier city consumers. Skin beauty services can develop further by riding on the self-care trend and recruiting more new users through basic skincare practices or triggering trials by short-time facial skincare services.



“To occupy the post-cosmetic surgery skincare market, brands can position themselves as a supplement after cosmetic surgery which can prolong the effects from cosmetic surgery, provide high efficacy skincare products focusing on basic hydrating and repairing, cater to consumers’ simplified but delicate skincare philosophy.”
– Jane Chai, Research Analyst

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