

Women's Facial Skincare - China - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Market overview and growth of women's facial skincare market in China
- Competitive landscape and new product trends from both domestic and global perspectives
- Latest new product trends and competitive marketing activities
- Women's usage of different types of facial skincare products and the changes over the past three years
- Attitudes towards facial skincare
- Selection factors of function-driven skincare brands
- Perception of skin barrier and methods adopted to deal with damaged skin barrier

The overall penetration of facial skincare products remains at about the previous year's level, despite the new waves of COVID-19 breaking out in several metropolitan cities in 2022. High efficacy has been in the spotlight, alongside consumers' pursuit of better skincare results, making women's facial skincare resilient enough to get through a slow growth period in the first half year of 2022.

Skin health is the major trend in the facial skincare market. As part of this trend, tapping into damaged skin barrier would be a good point of entry into the market and will likely bring considerable ROI, since damaged skin barrier has become a mainstream self-perception and consumers associate it with different types of skin issues. The future growth of facial skincare would rely more on enhancing overall skin immunity through skin microbiome protection, given the absolute majority of females consider a healthy skin microbiome would have a positive impact on skin barrier health. This points out a clear positioning in the near future.

However, product selection efficiency remains a pain point. Three in four females consider it is time/cost-consuming to select the right product, and nearly 60% haven't found suitable products yet. This leaves space for brands to



"Facial skincare with high efficacy will play a more central role in women's beauty routines in the post-pandemic era and will likely lead future growth in the beauty industry, given the skinification trend continues impacting adjacent categories and many beauty companies are focusing more on the facial skincare business."

– **Yali Jiang, Associate Director**

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optimise consumers' product selection experience and thus enhance overall satisfaction. Many brands focus more on highlighting high efficacy in their products but likely ignore service and consumer cultivation.



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