

Format and Texture Trends in BPC - China - 2022

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This report looks at the following areas:

- New launched format/texture landscape in China market and overseas market
- New products with noteworthy format/texture
- Consumers' usage of new texture or format
- Consumers' attitudes towards oil format in facial skincare products
- Important purchase feature of product with new format/texture
- Consumers' interested product design
- Features of effective products
- Consumers' attitudes towards format and texture

Consumers' enthusiasm in trying new formats/textures remains high and this is shared across gender and the majority of age groups, signalling the potential for brand exploration in these areas via different strategies and approaches. The popularity of the oil format is observed in facial skincare, particularly among male consumers who also show enthusiasm towards facial oil, with the first trial penetration highest among 18-24 year olds men.

Though novelty in product experience is desirable, consumers' focus still revolves around texture quality and product viability to ensure optimal efficacy; easy to absorb texture is ranked as the top effective product feature while keep-fresh features rank top for interesting product design.

The resurgence of COVID-19 in 2022 saw consumers spend more time at home and pushed them to take a second look at their spending and consumption behaviour, which may have led them to scale back on spending and shy away from the indulgence in BPC products. However, small mental pick-me-ups are still desirable and consumers are looking to replicate the pampering experience at home, it provides an opportunity for oil formats to shine given their pampering nature and the versatility of application and scope to adapt products to different skin types.



“Consumers’ pioneering spirit for trying new formats/textures is high and the passion is shared across the majority of consumers, offering room for manufacturers to explore the innovation opportunity. Brands could leverage the power and mildness of natural ingredients while focusing on good absorption features to boost perceptions of efficient delivery.”

– Renee Gu, Senior Analyst

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Manufacturers could leverage the popularity of cosmetic surgery to deliver an aesthetic procedure inspired product to fulfil younger female consumers' desire for potency.

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