

Skin Beauty Services - China - 2023

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This report looks at the following areas:

- Noteworthy marketing activities for skin beauty services.
- Newly launched product innovation for skin beauty services and post-surgery repair.
- Consumers' preferred channels of skin beauty services.
- Reasons for using skin beauty services.
- Usage frequency of different kinds of cosmetics surgery.
- Used brands, benefits required and purchase drivers for post-surgery facial skin repair products.

Consumers' enthusiasm towards facial skin treatment services is not just efficacy driven; consumers also value the emotional benefits offered. 53% of consumers are seeking better self-care and 42% wish to become more confident about using beauty services. Entering the post COVID era, providing excellent offline services from the most commonly used channels including brand-operated salons and brand counters can attract more customer traffic.

For cosmetic surgery, light non-invasive procedures that are effective for improving skin conditions including photorejuvenation and chemical peeling are showing the highest penetration, these procedures often require repeated treatment hence providing opportunities for recovery products to expand consumers' usage occasions. However, it is worth noting that when picking post-surgery recovery products, it is surprising to see that consumers tend to judge the product efficacy by checking whether it contains repairing ingredients rather than looking for a medical recognized seal or 'post-surgery usage' labels. Efficacy wise, basic hydration and repairing skin barrier are the prioritized benefits consumers look for from these products.

In addition, there are still around a fifth of consumers who do not use repairing products post-surgery which means there is still space to recruit potential consumers. Marketing that uses scientific education to emphasise the importance of post-surgery care will help to capture these beauty pursuers.



"The prioritized recovery needs for cosmetic surgery takers are hydration and repairing skin barriers. But consumers think they are savvy enough and tend to judge the product efficacy by checking repairing ingredients contained rather than relying on medical seal and for post-surgery claims."

– Amy Jin, Senior Analyst

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