

Managing Skin Conditions – China – 2023

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This report looks at the following areas:

- Consumers' skin type and sensitivity
- Consumers' skin issues and functions used in facial skincare
- Features of strong efficacy products for sensitive skin
- Consumer behaviour when having skin sensitivity or acne
- Consumer preference for skincare brands on different occasions

46% of surveyed consumers think strong efficacy products suitable for sensitive skin should have self-developed strong effective ingredients, and 42% regard botanical alternatives as mild. This data shows that ingredients play a significant role in balancing strong efficacy and mildness for function-driven skincare products.

Meanwhile, as the number of self-claimed sensitive skin consumers has increased over the past year in China, more brands have entered this competition to capture business opportunities. 'For sensitive skin' has become the fastest-growing claim in new launches in the facial skincare category. This used to be a unique claim especially for those with sensitive skin in the past, but now it is seen as more common and poses a challenge for speciality skincare brands to stand out.

However, spending confidence has begun to pick up after the relaxation of COVID-19 prevention and control policies. Meanwhile, consumers have widely adopted skincare products with advanced benefits, such as whitening, brightening and anti-ageing/anti-oxidising, with even consumers with sensitive skin also pursuing these advanced benefits. Consumers' restored spending confidence and their pursuit of advanced skincare benefits are growth engines for the market.



"Besides soothing and stabilising, skincare products for sensitive skin also require advanced benefits. Brands can leverage special ingredients, such as self-developed ingredients or botanical alternatives, to convince consumers who desire to achieve advanced benefits but enjoy the mildness of the products."

– Jane Chai, Senior Research Analyst

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