

Attitudes Towards Skin Tone Management Products - China - 2023

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This report looks at the following areas:

- Market overview and regulation interpretation
- New product trends and marketing activities
- Needs gap between current and ideal skin tones
- Skin tone issues and reasons for them
- Solutions for skin tone issues and selection factors for skin tone management products
- Attitudes towards skin tone management.

'Yellowish' is Chinese consumers' most common self-reported current skin tone, but less than 10% of consumers with yellowish skin tone are satisfied with it. On the other hand, consumers desire a whiter skin tone, with pale being the most favoured, highlighting potential opportunities from tapping into consumers' unmet needs for skin tone management.

Skin tone issues don't come along singly, and the reasons behind them are complex for consumers to understand, thus they take various methods to deal with those issues including facial skincare products, suncare products, colour cosmetics and health supplements, as well as cosmetic surgery. This presents great opportunities for brands to offer solutions based on their strengths and assets.

However, whitening efficacy and surrounding claims are facing ever stricter regulation despite still being an important pillar of the skin tone management sector. Brands will face tough challenges and increased time and costs if they don't yet have a 'whitening' licence, which requires them to strengthen their R&D capabilities to avoid being shut out of the field.



"Despite tightened regulation of whitening efficacy claims, skin tone management will still be an extremely important functional pillar among all, given consumers' strong need and diverse ways of problem-solving."

– Yali Jiang, Associate Director

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