

Age Management Products - China - 2023

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This report looks at the following areas:

- Consumers' anti-ageing solutions and the changes over the past two years.
- Consumers' preferred skincare product types to deliver anti-aging result and those which are rising in popularity.
- Perception and attitudes towards new anti-aging product concepts, including concepts inspired from cosmetics surgery.
- Preference and perceptions towards the effectiveness of an anti-ageing product.
- Consumers' most desired product features in anti-ageing products.
- Consumer segmentation analysis based on attitudes towards ageing and preferred solutions.

Consumers are actively seeking out anti-ageing solutions; the usage of different age management products continues to strengthen, especially beauty devices which saw strong growth momentum of nine percentage points compared to two years ago. Once-niche categories such as bodycare and haircare are also increasing in usage. More specifically, new formats of anti-ageing facial skincare including facial oil and spray also saw growth in penetration which implies that consumers welcome innovations in this category.

Although the majority of respondents tend to believe that a healthy lifestyle and emotional wellbeing is highly related to ageing, they also rely on using skincare products to deal with ageing. Currently the adoption of these solutions, eg beauty devices and beauty supplements have not cannibalised the importance of skincare products as they are highly recognised by consumers from all demographic backgrounds, but there are also opportunities to launch complimentary skincare products that work in tandem to strengthen the anti-ageing effects.

Savvier consumers are also paying more attention to brands' own innovation and patented star ingredients; they are seeking valid evidence of efficacy and value usage experience on skin at the same time, innovations on milder



"Consumers are adopting a variety of solutions to deal with ageing, but facial skincare products remain the most mainstream cure without much cannibalisation from the usage of beauty devices and beauty supplements."

– Amy Jin, Senior Analyst

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alternative of strong ingredients and formats suitable for different skin conditions will become more mainstream in the future to address the skin ageing issue.

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