

Personal Care Appliances - China - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Changes in penetration, replacement and purchase interest in key categories of personal care appliances
- Gaining insight into the drivers behind purchase behaviours and changing attitudes towards personal care appliances in the post-epidemic area
- The awareness-to-purchase conversion rates of main information channels, especially those emerging ones (eg Douyin and Xiaohongshu)
- Key product claims to highlight when conveying marketing messages
- Gifting as one valuable segmented scenario to explore

In 2022, NBS data showed that retail sales of household appliances and video equipment decreased by 3.9% compared to 2021. With economic uncertainties and declining financial confidence, consumers tend to de-prioritise their spending on household appliances, and personal care appliances are no exception as non-essential items. As a result, the personal care appliance market is estimated to drop from double-digit growth in 2021 to 3.6% in 2022, matching the forecast in Mintel's Report Personal Care Appliances - China, 2022.

Despite an overall slowdown in 2022, the personal care appliance market still shows some potential. Mintel's Chinese Consumer Tracker Data shows that the short-term purchase interest in personal care appliances has remained stable through 2022 and early 2023. Mintel's tracking of long-term replacement and buying interest is also strong as the previous year.

The challenge is how to convert the substantial replacement interest and the purchase intention into actual purchases, especially in the post-epidemic era when intentional spending is rising. Tapping into differentiated needs and embracing inclusivity is one way to differentiate from competitors and uncover opportunities for growth.



"The growth of personal care appliance market slowed down significantly in 2022 compared to the previous year. Nevertheless, the strong purchasing interest of consumers (whether to replace the existing products or buying new ones) indicates the future growth potential of the market."

– Binyan Yao, Research Analyst

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