

# Men's Grooming Routines - China - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Market overview and forecast of the men's facial skincare market in China.
- Competitive landscape and new product trends in men's facial skincare market.
- Key influencers for the men's grooming market.
- Men's beauty and grooming frequency in the last six months.
- Most frequently used facial skincare brands among males.
- Price acceptance for different facial skincare and makeup products.
- Ideal features for men's facial skincare sets.
- Men's attitudes towards the seeding, usage and purchase of BPC products.

41% of men would purchase highly effective facial skincare products and always pay attention to information related to ingredients when purchasing beauty and personal care products. After years of market education, male consumers have been increasingly aware of their skin conditions and mastered certain skincare knowledge, which gives men's skincare brands more confidence to promote advanced skincare benefits and similar communication to women's skincare products.

However, facial skincare and makeup remain low-frequency habits for most men, with only 17% and 9% of men using facial skincare products and face base makeup products on a daily basis. The lack of heavy users has brought challenges to the development of men-specific beauty brands.

Brands must continue to explore the potential of male consumers to drive the growth of the men's grooming market. For example, facial skincare sets targeting specific skin types; young men aged 18-24 are more likely to get in touch with colour cosmetics and be willing to spend more on face base makeup products and sunscreen products.



"Products that can easily uplift appearance or charisma like hairstyling products and perfume still obtained men's majority affinity while leaving facial skincare products with lower usage penetration and usage frequency."

– Jane Chai, Senior Research Analyst

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- Definitions

### EXECUTIVE SUMMARY

- **The market**
- **A slow recovery after pandemic era**  
Figure 1: Best- and worst-case forecast of retail value of men's facial skincare market, China, 2018-28
- **Companies and brands**
- **Leading manufacturers competed against the odds**  
Figure 2: Leading manufacturers' share in value sales of men's facial skincare market, China, 2021 and 2022
- **Anti-ageing and botanical/herbal claims have great potential**
- **The consumer**
- **Women remain a significant purchasing power in the men's grooming market**  
Figure 3: Purchase decision-maker, by selected demographics, 2023
- **Nearly 30% of men are makeup users, with half of them being new starters**  
Figure 4: Attitudes towards colour cosmetics, by selected demographics, 2023
- **Only 17% of men are daily users of facial skincare products**  
Figure 5: Beauty and grooming frequency, 2023
- **International brands dominate men's facial skincare market**  
Figure 6: Skincare brands used, 2023
- **The main price for facial skincare and makeup products is RMB101-200**  
Figure 7: Price range, 2023
- **2-3 products, including a facial cleanser, are ideal combinations for a men's facial skincare set**  
Figure 8: The most popular facial skincare sets including two products, 2023
- **Differentiations for skin types are the most attractive feature of a facial skincare set**  
Figure 9: Features willing to buy, 2023
- **Near half of males have built up the habit of checking ingredients and efficacy when choosing beauty and personal care products**  
Figure 10: Attitudes towards beauty and personal care, 2023

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **What we think**

**ISSUES AND INSIGHTS**

- **Create an ideal facial skincare set for men**  
 Figure 11: Example of men’s facial skincare set containing sunscreen products, China, 2023  
 Figure 12: Examples of men’s facial skincare sets for different skin types and usage occasions, China, 2023
- **How to engage male makeup users**  
 Figure 13: Examples of men-specific colour cosmetics providing information about ingredients and efficacy, China, 2022  
 Figure 14: Examples of product testing/recommendations on social media, China, 2023
- **Leverage females’ impact on the men’s grooming market**  
 Figure 15: Example of men-specific brand conducting market education, China, 2022

**MARKET SIZE AND FORECAST**

- **The market is at a standstill**  
 Figure 16: Sales value and growth rate of total men’s facial skincare market, China, 2018-23  
 Figure 17: Best- and worst-case forecast of retail value of men’s facial skincare market, China, 2018-28

**MARKET FACTORS**

- **Intentional spending is mainstream in the current market**
- **Men-specific skincare products also face competition from unisex skincare products**
- **Skincare and makeup remain low-frequency habits**
- **Beauty and personal care products can bring positive emotions for men**

**MARKET SHARE**

- **L’Oréal Group defended its market position**  
 Figure 18: Leading manufacturers’ share in value sales of men’s facial skincare market, China, 2021 and 2022
- **Renhe Group rose rapidly in a unique pattern**
- **Shiseido transferred its personal care business**
- **Smaller brands showed noteworthy performance**  
 Figure 19: Word cloud on social media channels\*\*\* that associate with ‘Make Sense (理然)\*’, 2022  
 Figure 20: Word cloud on social media channels\*\* that associate with ‘Refresh (珂岸)\*’, 2022

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## MARKETING ACTIVITIES

- Leveraging gifting scenarios to trigger female decision-makers**  
Figure 21: Examples of men-specific products marketing to women, China, 2022-23
- Cross-boundary collaborations remain effective**  
Figure 22: Examples of cross-boundary collaborations in men's grooming market, China, 2022-23
- Building linkage with various daily life occasions**  
Figure 23: Examples of promotions linking with daily life occasions, China, 2022-23
- Innovating channel distributions to drive traffic**  
Figure 24: Examples of men-specific products collaborating with emerging channels, China, 2022-23
- Taking responsibility for market education to help long-run development**  
Figure 25: Example of men-specific brand conducting market education, China, 2022

## NEW PRODUCT TRENDS

- China places more emphasis on men-specific products than other markets till 2022**  
Figure 26: Share of new men's facial skincare launches in total facial skincare, China, Japan, South Korea, UK and US, 2020-23 (Jan-Jun)
- More new variety/range extensions and new formulations in China in 2023**  
Figure 27: New product launches in men's facial skincare market, by launch type, China, 2020-23 (Jan-Jun)  
Figure 28: L'Oréal Men Expert's new Hydra Power series, China, 2023
- Face/neck care makes up more than half of new launches**  
Figure 29: New product launches in men's facial skincare market, by sub-category, China, 2020-23 (Jan-Jun)  
Figure 30: Examples of new men's suncare launches, China, 2022-23  
Figure 31: Example of men's suncare launches that is easy to use, UK, 2023
- Essence is the hero in the first half of 2023**  
Figure 32: New product launches in men's facial skincare market, by format and texture, China, 2020-23 (Jan-Jun)  
Figure 33: Examples of essence in men's facial skincare launches, China, 2023

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Anti-ageing claim lags behind in men's facial skincare launches**  
Figure 34: Top claims in men's facial skincare product launches, China, 2020-23 (Jan-Jun)  
Figure 35: Share of anti-ageing claim in men's facial skincare launches, China, Japan, South Korea, UK and US, 2020-23 (Jan-Jun)  
Figure 36: Examples of anti-ageing men's facial skincare launches, South Korea and UK, 2023
- Botanical/herbal claims grow quickly in 2023 in China**  
Figure 37: Examples of men's facial skincare launches with botanical/herbal claims, China, 2023  
Figure 38: Examples of men's facial skincare launches with botanical claims, Japan and UK, 2022-23  
Figure 39: Top-growing claims in men's facial skincare product launches, China, 2020-23 (Jan-Jun)
- Beginner-friendly colour cosmetics make greater inroads**  
Figure 40: Examples of men's colour cosmetics that are easy to apply, Japan and Korea, 2022

## PURCHASE DECISION MAKER

- More than a third of men's beauty and personal care products are purchased by women**  
Figure 41: Purchase decision-maker, 2022 vs 2023
- Relying on female decision-makers increases with age and income**  
Figure 42: Purchase decision-maker, by selected demographics, 2023

## ATTITUDES TOWARDS COLOUR COSMETICS

- Nearly 30% of men are makeup users and half of them are new users**  
Figure 43: Attitudes towards colour cosmetics, by selected demographics, 2023

## BEAUTY AND GROOMING FREQUENCY

- Hairstyling products and perfume/fragrance weight more important than facial cleanser for men**  
Figure 44: Beauty and grooming frequency, 2023
- Young men focus on haircare, mid-aged males have more hairstyling needs**  
Figure 45: Beauty and grooming frequency – Haircare and hairstyling products, by age, 2023  
Figure 46: Price range – Shampoo, by age, 2022

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Although penetration is lower than other facial skincare products, sunscreen products have more daily users**  
Figure 47: Beauty and grooming frequency – Facial skincare products, by age, 2023  
Figure 48: Skin issues, by age, 2022
- **30-39s have more daily users of perfume/fragrance, 18-29s have more light users**  
Figure 49: Reasons for buying perfume for personal use, by age, 2023  
Figure 50: Beauty and grooming frequency – Perfume/fragrance, by age, 2023

## SKINCARE BRANDS USED

- **International brands dominate men's facial skincare**  
Figure 51: Skincare brands used, 2023
- **L'Oréal Paris is particularly popular among young men**  
Figure 52: Skincare brands used, by age, 2023
- **Men who purchase BPC products by themselves prefer unisex facial skincare brands with weaker female characteristics**  
Figure 53: Skincare brands used, by purchase decision-maker, 2023
- **Daily facial skincare users prefer L'Oréal Paris and NIVEA**  
Figure 54: Skincare brands used, by usage frequency of facial skincare products, 2023

## PRICE RANGE

- **Men's budget for face base makeup products is close to that for facial moisturisers/emulsions/lotions**  
Figure 55: Price range, 2023
- **Men in their 30s spend the most on facial skincare and makeup products**  
Figure 56: Price range, by age, 2023
- **New makeup users have a slightly higher cap price point for base makeup products**  
Figure 57: Price range – face base makeup products, by attitudes towards colour cosmetics, 2023  
Figure 58: Price range – facial skincare products, by attitudes towards colour cosmetics, 2023

## FACIAL SKINCARE SETS

- **Facial cleanser is an essential for men's facial skincare sets**  
Figure 59: Products to be included in a facial skincare set, 2023

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Two products is ideal for a facial skincare set but preference for the combinations is fragmented**

Figure 60: Number of products to be included in a facial skincare set, by age, 2023

Figure 61: The most popular facial skincare sets including two products, 2023

**FEATURES WILLING TO BUY**

- **Segmentation for different skin types is an attractive feature for a facial skincare set**

Figure 62: Features willing to buy, 2023

- **Diversified skincare efficacy is better than single efficacy**

Figure 63: Used functions of facial skincare, 2022

- **30-49s value customised experience when choosing a facial skincare set**

Figure 64: Features willing to buy, by age, 2023

**ATTITUDES TOWARDS BEAUTY AND PERSONAL CARE**

- **Ingredients and efficacy are also the most important factors to male consumers as to females**

Figure 65: Purchase factors of BPC products – Facial skincare products, by gender, 2023

Figure 66: Attitudes towards beauty and personal care, 2023

- **Celebrities and IPs are capable of driving sales**

Figure 67: Preference of spokesperson – Facial skincare products, 2022

Figure 68: Attitudes towards beauty and personal care – Purchasing behaviour, by age, 2023

- **30-39s care more about efficacy and young men focus more on skin feel**

Figure 69: Attitudes towards beauty and personal care – Seeding and use, by age, 2023

- **Affluent men pay more attention to efficacy and ingredients**

Figure 70: Attitudes towards beauty and personal care, by monthly personal income, 2023

- **Lancôme and Estée Lauder are popular among men who share facial skincare products with spouse**

Figure 71: Skincare brands used, by whether sharing facial skincare products with their spouse, 2023

- **Male makeup followers are interested in product recommendations and testing**

**What's included**

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

# Men's Grooming Routines - China - 2023



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 72: Attitudes towards beauty and personal care – Seeding and use, by attitudes towards colour cosmetics, 2023

Figure 73: Attitudes towards beauty and personal care – Purchasing behaviour, by attitudes towards colour cosmetics, 2023

## APPENDIX – MARKET SIZE AND FORECAST

Figure 74: Sales value and growth rate of total men's facial skincare market, China, 2018-28

## APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Consumer research methodology
- Abbreviations

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100





## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.