

Skincare - China - September 2012

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"The Chinese skincare industry has experienced tremendous growth in the past decade. At present, the country's skincare market is the second largest worldwide after Japan. Yet, there is still huge growth potential because of its largely untapped nature. Disposable income among the urban middle class has been increasing rapidly, and the country's population of 1.3 billion offers a large consumer base. These huge changes are due to the rapid economic growth seen in China in the past 30 years as a result of urbanisation and industrialisation."

– **Lui Meng Chow, Research Analyst**

In this report we answer the key questions:

- How is the skincare market developing in China? What have international and local companies been doing in order to grow, given the fierce competition in the market?
- With consumers having been exposed to so many chemical ingredient scares and experiencing sensitive skin, how can ingredient innovation win consumers' confidence in products?
- Is skincare product innovation fulfilling the needs of Chinese consumers, and given there are so many influences from the West and also from other regions. What are the main opportunities? How do brands stand out from the crowd?
- Despite there being so many skincare products in the Chinese market, is these products' usage being fully exploited? Can a company specialise itself in certain products, usage occasions or even consumer groups to differentiate itself in the crowded market?
- How can brands distribute their products to meet consumer demand? There is a growing demand among women for de-stressing and skin pampering moments; what can skincare companies do to fulfil it?

This skincare report covers the retail market for facial and body care products for women in the People's Republic of China. Market value is based on sales to consumers through all retail channels including direct to consumer. It includes mass-market and prestige lines, but excludes the professional sector, including beauty salons.

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