

Suncare - China - November 2012

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“The suncare segment has been a star performer in the skincare market for the past few years. As they get richer and are increasingly exposed to Western technology and ideas, Chinese people are paying more attention to their health and appearance, and they are using their newfound financial clout to pursue and fulfil their needs in these areas.”

– Sabrina Tao, Senior Research Analyst

In this report we answer the key questions:

- In a market characterised by a significant difference in sales between peak and off seasons, how can manufacturers reduce the influence of seasonality and spur sales?
- What are the key factors influencing consumer purchasing decisions, and in what direction will development in suncare functions and formulations go?
- Is there a need for further segmentation in suncare, and where do the future opportunities in segmentation lie?
- Can the brands' current brand position in the market cover and cater to the needs of each type of consumer, and are there still opportunities to cut into the market?

Despite the fact that white skin has been highly prized in China since its early history, a market for suncare has only recently developed as economic conditions have improved, with suncare products only appearing in the 1990s. Traditionally Chinese people used parasols and long sleeves to defend against UV damage.

Today use of suncare for both outdoor and everyday wear has swelled. Outdoor suncare has been driven by a surge in both the frequency of and time spent on travel and trips. Daily-use suncare has been driven by mass media campaigns which have increased consumer awareness on the importance of protecting themselves against the dangers of UV by including suncare into their daily skincare regimes.

Our research indicates that the fast-paced growth in this young, immature market will continue over the next five years. While most market segments are led by a small number of brands, an opportunity exists for these brands to adjust and optimise their products and new brands to enter the market.

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