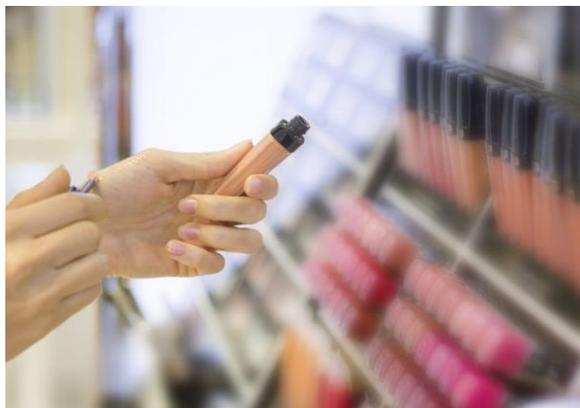


The Importance of Brands in Skincare Purchasing - China - November 2015

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“In the crowded Chinese market where the quality of products is becoming increasingly difficult to differentiate between and more and more brands have become established, connecting with consumers on an emotional level allows brands to cut through the advertising clutter and build a deeper connection with consumers.”
 – Wenwen Chen, Senior Beauty Analyst

This report looks at the following areas:

- What are the most bought skincare categories?
- Does consumers' brand loyalty vary from category?
- What are consumers' favourite skincare brands and their likelihood to be bought again?
- What motivates consumers to choose a brand as their favourite brand over another?
- Why do people not have a favourite skincare brand?
- How do Mintropolitans behave towards their favourite brands?

Marketers can further leverage male users' especially strong connection with brands and develop communication with them that taps into their emotions, rather than informational reasoning. For example, by suggesting skincare routines could be fun. There is also scope to target elder groups with anti-ageing products by reinstalling their sense of self-confidence and self-worth.

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DID YOU KNOW?

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

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