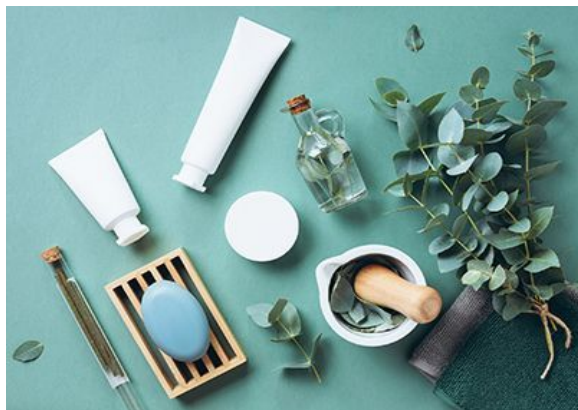


## Clean Beauty - China - March 2020

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“Though gathering positive attitudes from consumers, further growth of clean beauty is likely to be hindered due to low awareness and consumers’ cognitive ambiguity. This calls for brands’ efforts on consumer education on its differentiation from current organic/natural beauty concepts.”

– **Yali Jiang, Senior Analyst**

This report looks at the following areas:

- **Move from ‘natural’ to ‘clean’ to ease consumers’ concern over product safety**
- **Promote clean beauty with effectiveness**
- **Getting inspiration from food ingredients**

As an emerging segment, clean beauty is impacting the beauty market and is expected to be better adopted by Chinese consumers in the near future, driven by increasing needs for ensured product safety and proven effectiveness. However, due to a lack of industry consensus, consumers are still confused about this concept though most of them hold positive attitudes towards clean beauty in terms of safety and sustainability, indicating the necessity of consumer cultivation.

The good news is that as consumers are becoming more and more sophisticated, their concerns over the impact of consumption will also grow, and this will stimulate further growth of this segment in the future.

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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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## Table of Contents

### Overview

- What you need to know
- Covered in this Report
- Excluded
- Subgroup definitions (by monthly personal income)

### Executive Summary

- Market and competition
  - A promising market but a long way to go
  - Competition is getting fierce
- The consumer
  - Ensured safety is the top purchase factor followed by good skin sensing
    - Figure 1: Purchase factors of beauty and personal care products, December 2019
  - Product safety related features are more linked to clean beauty
    - Figure 2: Perceived features of clean beauty products, December 2019
  - Organic claim penetrates in facial skincare, haircare and body cleansing category
    - Figure 3: Purchased clean beauty product type, December 2019
  - Consumers are confused about clean beauty brands
    - Figure 4: Purchased clean beauty brand in the last six months, December 2019
  - Utilising WOM to promote clean beauty
    - Figure 5: Influential factors of clean beauty products purchases, December 2019
  - Consumers recognise the benefits of clean beauty though they find it hard to truly distinguish a clean beauty product
    - Figure 6: Attitude towards clean beauty products, December 2019
- What we think

### Issues and Insights

- Move from 'natural' to 'clean' to ease consumers' concern over product safety
  - The facts
  - The implications
    - Figure 7: Example of clean beauty brand with ensured safety, US
- Promote clean beauty with effectiveness
  - The facts
  - The implications
    - Figure 8: Example of clean beauty brand with proven effectiveness, UK
- Getting inspiration from food ingredients
  - The facts
  - The implications
    - Figure 9: Examples clean beauty brands with super fruits claim, US

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## Market and Competition – What You Need to Know

Consumers' needs and environment protection regulation drive growth

White space opportunities ahead

## Market Overview

Definition of clean beauty

Figure 10: Key words for different meanings for clean beauty

Clean beauty in the US

Figure 11: Roadmap of clean beauty revolution in US

Clean beauty in the UK

Clean beauty in Japan

Clean beauty in China

## Market Factors

Consumers' unchanged needs for product safety and efficacy

Prohibition of plastic beads production impacts beauty industry but echoes with sustainable claim

Potential influence on clean beauty due to Covid-19

## Competitive Strategies

Utilise social media to create buzzword #cleanbeauty

Figure 12: Clean beauty promotion on social media, China

Brand incubation is the future way for clean beauty brands

Figure 13: LOVE beauty AND planet, China, 2019

Entering China's market through cross-border platforms

Figure 14: LUSH's brand theory on its official Tmall overseas store, China, 2020

## Who's Innovating?

Current status of clean beauty development in China vs developed markets

Figure 15: Percentage of new product launches with any claims of organic, vegan and cruelty-free in major BPC categories, US, UK, Japan and China, 2019

Renewable natural ingredients to support sustainability

Figure 16: New launches of renewable ingredients, US

Zero waste by adding upcycled ingredients

Figure 17: New launches of skincare products using upcycled materials, US and UK, 2019-20

Leverage certifications to promote clean beauty

Figure 18: New launches of clean beauty products with UEBT and NaTure certification, Italy and Argentina, 2020

Recyclable packaging to reduce climate change

Figure 19: New launches of products with recyclable packaging, Italy, Germany, UK and Finland, 2020

## The Consumer – What You Need to Know

Safety dominates among all purchase factors

More 25-29 year old women associate environmental and ethical factors with clean beauty than others

Advanced claims have higher penetration among overseas returnees

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Consumers don't have clear understanding of clean beauty  
 WOM is the top influential factor of clean beauty product purchases  
 Consumers are positively viewing clean beauty

### Purchase Factors

Safety is the top priority when selecting beauty and personal products  
 Figure 20: Purchase factors of beauty and personal care products, December 2019

22% of women recognise the importance of 'clean beauty' label when shopping BPC products  
 Figure 21: Purchase factors of beauty and personal care products, by gender, December 2019

Women aged 18-24 have needs for good skin sensing  
 Figure 22: Purchase factors of beauty and personal care products, female, by age, December 2019

Safety is emphasised by consumers with different income levels  
 Figure 23: Purchase factors of beauty and personal care products, by monthly personal income level, December 2019

### Perception of Clean Beauty

Safety is the top-of-mind attribute of clean beauty  
 Figure 24: Perceived features of clean beauty products, December 2019

Women are more sophisticated to deliver trendy concepts to  
 Figure 25: Perceived features of clean beauty products, by gender, December 2019

25-29 year old women link environmental and ethical factors with clean beauty  
 Figure 26: Perceived features of clean beauty products, female, by age, December 2019

Multiple ways to promote ethical beauty products  
 Figure 27: Perceived features of clean beauty products, by purchase factor, December 2019

High earners pay more attention to product packaging  
 Figure 28: Perceived features of clean beauty products, by monthly personal income, December 2019

### Product Type Purchased

Higher penetration in facial skincare category  
 Figure 29: Purchased clean beauty product type, December 2019  
 Figure 30: Percentage of new product launch claims, by category, China, 2019

Foreign enterprise employees have higher acceptance of advanced claims  
 Figure 31: Purchased clean beauty product type - 'facial skincare products', by company type, December 2019

More overseas returnees purchased products with these advanced claims  
 Figure 32: Purchased clean beauty product type - 'facial skincare products', by residents segment, December 2019

### Clean Beauty Brands Purchased

Ambiguity in consumers' cognition of clean beauty brands  
 Figure 33: Purchased clean beauty brand in the last six months, December 2019

Men associate L'Oréal with clean beauty brand  
 Figure 34: Top 15 purchased clean beauty brands in the last six months, by gender, December 2019

Consumers aged 25-39 associate premium brands with clean beauty  
 Figure 35: Top 15 purchased clean beauty brands in the last six months, by age, December 2019

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## Influential Factors of Clean Beauty Product Purchases

WOM drives consumers' purchase of clean beauty products

Figure 36: Influential factors of clean beauty products purchases, December 2019

Different approaches to engage overseas returnees and returning migrants

Figure 37: Influential factors of clean beauty products purchases, by resident segment, December 2019

## Attitude towards Clean Beauty Products

Consumers holding positive attitudes towards clean beauty products

Figure 38: Attitude towards clean beauty products, December 2019

Tier one city consumers show less agreement on efficacy of clean beauty products

Figure 39: Attitude towards clean beauty products – 'agree', by city tier, December 2019

## Meet the Mintropolitans

MinTs have higher expectations of clean beauty

Figure 40: Perceived features of clean beauty products, by consumer classification, December 2019

MinTs buy clean beauty products because of WOM on social media

Figure 41: Influential factors of clean beauty products purchases, by consumer classification, December 2019

## Appendix – Word Cloud in Mandarin

Figure 42: Clean beauty brands purchased, Mandarin, December 2019

## Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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