

# Beauty Services - China - October 2020

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## This report looks at the following areas:

- Highlight technology when competing with at-home beauty devices and skincare products
- Premiumisation developing beauty service market
- Online, especially short videos, becomes a key consumer education channel

The continuous pursuit of more effective results explains why COVID-19 has not dampened women's interest in beauty since life returned to normality. The popularity of short videos and live streaming have also, to some extent, facilitated beauty service growth due to more and better consumer education. However the beauty service market in China is still at an early development stage with interested and explorative consumers and faces the issue of credibility due to information asymmetry. E-commerce players' investment in the market and their credentials may help drive more healthy competition and help the industry grow further.

Although beauty services will inevitably compete with beauty devices and prestige skincare for consumers' spending on beauty, at this stage, it is important for brands to target enthusiasts in all three sectors. Despite their claimed preferences, their usage of beauty services is still significantly higher than those who do not have any clear preference.



"The beauty service market in China has embraced a period of macro-environment changes with stricter regulation and more transparent information. Consumers' demand has not been dampened by COVID-19, while they also need proof in this result-driven market. The interest in technological innovation brings opportunity, while the involvement of online channels facilitates

education."

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Vicky Zhou, Research

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