

Attitudes towards Prestige BPC Products (Responding to COVID-19) - China - April 2020

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“Scientific factors including ‘developed by experienced researchers’ and ‘uses advanced processing techniques’ are the top features linked with a prestige brand’s image, thus cementing the fact that innovation is key in winning consumers. Mintel predicts better certification and evidence-based clinical trials will promote further confidence. ”

– **Amy Jin, Research Analyst, 30 April 2020**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the prestige BPC products market.
- How the market will fare post-COVID-19 slowdown
- Prices spent on different skincare products and brand performance
- Launch activities and consumer interest in innovation
- Shopping behaviours amongst prestige brand users and reasons for purchasing

Prestige facial skincare products have maintained their status among women who have a stronger need for effective solutions for skin problems and as a means to build up their confidence level. Category wise, consumers are willing to spend more on facial serum than eye serum. To acquire a prestige image, brands need to emphasise scientific factors such as ‘developed by experienced researchers’ and ‘uses advanced processing techniques’.

Overall, the impact from COVID-19 won’t change consumers’ perceptions of advanced results brought by prestige BPC products, but it is causing a disruption on duty-free shops – one of the main channels of prestige BPC products in the short term – which contributed to a considerable amount of business growth for these brands in China in the past few years. Also, the COVID-19 outbreak has limited the feasibility of prestige brands launching new, edgy luxury products and has shifted more focus to enhancing its irreplaceable brand image in order to make their products an essential need for consumers during the times when consumers are less confident about their finances. However, as the core users of prestige BPC products are affluent consumers with higher income and they are less worried about their financial situation due to the outbreak, it is likely that the demand for prestige products will remain as consumers’ confidence in prestige brands have not changed.

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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

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