

Facial Skincare - China - August 2016

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“Chinese women are trying different ways to improve their skin beyond just using skincare products. There is strong faith in “inside-out beauty” while desire for more natural products remains. Digital technology is also facilitating users’ daily skincare routines as well as helping them to become more informed about how to improve their skin.”
Wenwen Chen, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Different ways to attract male users
- Brand origins matter to Chinese women
- Six beauty enhancement themes

China's facial skincare market has seen steady growth over the last five years. Growth is fuelled by both increasing brand activities and women's strong desire to improve their skin.

This Report explores consumers' current skin concerns, product usage, male users' usage motivation, female users' brand origin preference and how they perceive brands' country of origins, and female users' varied approach to improving their skin.

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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
- Products covered in this Report
- Skincare products included in the consumer survey
- Skincare products included in market size

Executive Summary

- The market
 - Figure 1: Best- and worst-case forecast of total facial skincare sales in China, 2011-21
- Companies and brands
- The consumer
- Facial masks become the second most used product
 - Figure 2: Product usage
- Use the problem-solving approach to attract male users
 - Figure 3: Usage motivation among male users
- South Korean beauty takes over
 - Figure 4: Brand bought most often in the last six months
- Brand origin matters
 - Figure 5: Comparison of brand purchase motivations
- Six beauty enhancement themes
 - Figure 6: Female users' approach to improving skin during last 12 months
- What we think

Issues and Insights

- Different ways to attract male users
 - The facts
 - The implications
- Brand origins matter to Chinese women
 - The facts
 - The implications
- Six beauty enhancement themes
 - The facts
 - The implications

The Market – What You Need to Know

- Growth will continue
- Local power strive

Market Size and Forecast

- Steady growth

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Figure 7: China facial skincare market, value sales, 2011-15

Market forecast

Figure 8: Best- and worst-case forecast of total facial skincare sales in China, 2011-21

Market Drivers

Legislation change

The issue of cosmetics production license can potentially slow down business activities

The end of 'doctor' brands

Social and media networks have become increasingly important to beauty brands

Market Share

Local brand power

Figure 9: Top companies share in value from 2013-15

Companies and Brands – What You Need to Know

International players

L'Oréal

Estée Lauder

Shiseido

Amorepacific

Domestic players

Shanghai Pehchaolin Daily Chemical

Shanghai Shangmei Cosmetics

Jala

Inoherb

Who's Innovating

Smarter skincare

My UV Patch

Skin Expert Mirror

Enhance consumer experience

Pu'er tea inspired beauty

Figure 10: Cha Ling in Hong Kong, q2 2016

Too Cool for Schools

Figure 11: Too Cool for Schools concept store in shanghai, q1 2016

EVITA Beauty Whip Soap

Beaumoji

Miracle oil continues to evolve

Figure 12: Top claim ingredients of new skincare products 2013-15,UK, South Korea, China, Japan, USA, France, Germany

Microalgae oil

Figure 13: Estelle & Thild's Repairing Oil Complex,

Figure 14: African Botanics' Intensive Recovery Oil

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Cacay Nut Oil

Figure 15: Bamford Restore Elixir

Superfood seed oil

Figure 16: Juno Hydroactive Cellular Face Oil

Figure 17: Luna Sleeping Night Oil,

Figure 18: Elemis Superfood Facial Oil

Big brand extension

Olay White Radiance Light-Perfecting face oil

Figure 19: Olay White Radiance Light-Perfecting Clear Face Oil

Clinique Smart Treatment Oil

Figure 20: Clinique Smart Treatment Oil

SK-II Facial Treatment Oil

Figure 21: SK-II Facial Treatment Oil

Origins Mega-Defense Barrier-Boosting Essence Oil

Figure 22: Origins Mega-Defense Barrier-Boosting Essence Oil

The Consumer – What You Need to Know

Skin concerns remain the same

Facial mask has replaced moisturisers becoming the second most used product after cleanser

Super hydration trend

Use the problem-solving approach for men

South Korean beauty takes over

Current Skin Condition

Skin concerns remain the same

Figure 23: Current skin condition

Holistic approach to tackle dull skin

Figure 24: Current skin condition by gender

Different concerns towards wrinkles

Figure 25: Current skin condition by gender

Product Usage

Facial masks have replaced moisturisers to become the second most used product

Figure 26: Product usage

Super hydration trend

Moisturiser usage is declining as beauty regimes become more segmented

Figure 27: Product usage

Male users still lag behind

Figure 28: Product usage by gender

Take care of your eye area

Facial cleanser device has great potential for men

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Figure 29: Foreo Luna for Men

Young age groups tend to use facial masks and suncare

Figure 30: Product usage by age group

Male Users Analysis

Use the problem-solving approach to attract male users

Figure 31: Usage motivation for male users

Removing gender stereotypes

Figure 32: Usage motivation male users by income

Figure 33: Usage motivation male users by marriage status

For men by men

Figure 34: Usage motivation male users by income

Female Users Analysis- Brand Bought Most Often by Country of Origin

South Korean beauty takes over

Figure 35: Brand bought most often in the last six months

Figure 36: Brands bought most often by age

Chinese brands are gaining shares

Figure 37: Brands bought most often by age

Figure 38: Brands bought most often by income

Figure 39: Favourite skincare brand by brand origin, Aug 2015

City difference

Figure 40: Brand bought most often, by city

Female Users Analysis- Purchase Motivation

Brand origins matters

Figure 41: Brand purchase motivation comparison

American brands are lacking strong national identity

Premiumisation potential for Chinese brands

Different marketing strategies between French brands and South Korean brands

Figure 42: Correspondence analysis – The importance of brands in skincare purchasing, August 2015

Female Users Analysis- Approach to Improve Skin

Six beauty enhancement themes

Figure 43: Female users' approach to improve skin during last 12 months

Strong interest in 'inside-out' beauty continues

Smarter tools to assist beauty routine

Beyond natural ingredients

High-end brands need to offer more professional support

The Mintropolitan

Why Mintropolitans?

Who are they?

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The Mintropolitan women are Pro-South Korean brands

Figure 44: Brand bought most often by Mintropolitans

Promote healthy lifestyle for the Mintropolitan men

Figure 45: Usage motivation male users

Appendix – Data Sources, Abbreviations and Supporting Information

Methodology

Market sizing definition

Fan chart forecast

Abbreviations

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