

Facial Masks - China - April 2019

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“As a fast-growing market, the facial mask market is facing fierce competition from functional aspects to value-added emotional aspects. Consumers’ upgraded demands for mental relaxation provide an opportunity for brands to invest in a ritualised facial mask routine. Under the influence of the premiumisation trend, product innovation could be around sensitive skin such as medical masks.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Ritualise facial mask routine
- The potential of targeting sensitive skin
- How can facial mask brands face the threat from ampoules?

The facial mask market saw high growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 18.2% over 2018-23. Incremental usage frequency, product premiumisation and more professional innovations are contributing to market growth.

About half of consumers have increased their usage frequency of facial masks, and the most important reason for this change is that increasing the usage is perceived as a way to take better care of skin. In addition, the behaviour of applying facial masks is related to emotional comfort which becomes a way to relax and help consumers feel more confident. However, there are consumers who prefer using ampoules of facial serum rather than facial masks to quickly their improve skin condition, indicating that facial mask brands also need to compete with cross-category products.

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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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