

China Cosmeceuticals Industry Forecast to 2017 - Working Women to Augment Product Innovation

<https://marketpublishers.com/r/CA5306F5826EN.html>

Date: January 2014

Pages: 40

Price: US\$ 800.00 (Single User License)

ID: CA5306F5826EN

Abstracts

The report on “China Cosmeceuticals Industry Outlook to 2017 - Working Women to Augment Product Innovation” provides a comprehensive analysis of the cosmeceuticals industry in China, which holds the second largest cosmeceuticals market in Asia-Pacific region. The report discusses China cosmeceuticals market size with division by gender, segmentation by medicated skin care category and its sub segments and segmentation by acne treatment and its sub segments. The report also talks about market share of major players (Xian Janssen Pharmaceutical Limited, Enwei Group, Wuhan Ma Ying Long and more). Market share is also discussed on the basis of acne treatment and hair loss treatment. Its future analysis section helps to understand opportunities present in the market and to form future course of action.

Chinese women population especially in the urban areas has showcased a remarkable urge to spend a fair share of their earnings in skin care products. Over the past five years from 2007-2012, the demand for cosmeceutical product among men segment has inclined in the country. The demand for medicated cosmetics products by male segment was 5.5% in 2007 which expanded to 11.0% in 2012.

The industry has grown at a substantial average year on year growth rate of 9.2% over the period 2007-2012. A sizeable demand was recorded for anti-aging creams in the recent past amongst the women population largely within 40 to 50 years of age. In 2007, the contribution of vaginal antifungals was ~% to the medicated cosmetics market in China with revenue of USD ~ million. In China, the market for hair loss treatments and medicated shampoos has grown at a stupendous on an average growth rate of 11.5% and 9.0% respectively over the period 2007-2012. The revenue of medicated cosmetics are expected to reach USD ~ million in 2017 following an average annual growth rate of 6.8% from 2012-2017.

Advertising plays significant role over consumer buying decisions, as it has been a very efficient way to bolster customer relationship and differentiate products from competitors, majorly beauty and personal care products. The rural markets in China have transformed to be potential market today as compared to decade ago due to financial and favorable policies by the government. It is therefore expected that the rural markets in long run would be one of the major markets for cosmeceutical manufacturers in the country. Moreover, with rising industry costs, keeping prices down will be a grave challenge for the industry, government and the retailers in future.

KEY TOPICS COVERED IN THE REPORT

China cosmeceuticals market and forecast

Demand on the basis of male and female population

Market segmentation on the basis of medicated skin care products and further divided into vaginal antifungals, topical antifungals, haemorrhoid treatments, antipruritics, medicated shampoos, acne treatments, topical germicidals and hair loss treatments

Segmentation of Acne treatment market on the basis of lotion, cream and others

Report highlights major players and their market share in the industry

Macro economic variables discussed in the study help to understand relation of economic variables over cosmeceuticals industry.

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