

# Beauty and Personal Care in China

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## Abstracts

Seeing a partial rebound from decline in 2022, beauty and personal care in China achieved a low single-digit current value growth rate in 2023, but value sales did not return to the level seen in 2021. This was mainly due to the continuation of COVID-19 and flu cases after the end of the zero-COVID policy, which had restricted consumer activities. In addition, the impact of the economic downturn left consumer confidence still not fully restored, with consumer attitudes remaining conservative, fu...

Euromonitor International's Beauty and Personal Care in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Beauty and Personal Care in China  
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### **LIST OF CONTENTS AND TABLES**

BEAUTY AND PERSONAL CARE IN CHINA  
EXECUTIVE SUMMARY  
Beauty and personal care in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### MASS BEAUTY AND PERSONAL CARE IN CHINA

#### KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Mass skin care benefits from the slowdown of the premiumisation trend

Mass hair care registers a continued decline in 2023

Mass sun protection propelled by brands on Douyin

#### PROSPECTS AND OPPORTUNITIES

Mass colour cosmetics brands will continue to embrace accessibility and agility

Mass products will strive for innovation to become alternatives to premium products

#### CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

#### PREMIUM BEAUTY AND PERSONAL CARE IN CHINA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Premium colour cosmetics is winning back sales in certain areas

Premium hair care records continuous growth

Premium skin care is faced with a challenge from mass brands

#### PROSPECTS AND OPPORTUNITIES

Intensifying competition in premium fragrances

The skinification trend will further drive the growth of premium personal care products

#### CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value

Growth 2023-2028

**BABY AND CHILD-SPECIFIC PRODUCTS IN CHINA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Baby and child-specific products recovers, but declining birth rate limits growth

Japanese baby and child-specific brands face a crisis of trust

Unsettled competitive landscape, with disruptive players from Douyin

**PROSPECTS AND OPPORTUNITIES**

Baby and child-specific sun care set to be propelled by new entrants

Popular trends in adult skin care are migrating to baby and child-specific skin care

**CATEGORY DATA**

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

**BATH AND SHOWER IN CHINA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Bath and shower experiences a decline as stocks kept at home are used up

The trend towards skin care in bath and shower

Digital marketing has become the primary promotional tool for brands

## PROSPECTS AND OPPORTUNITIES

More consumers expected to appreciate emotional values

Skinification in bath and shower

Retail e-commerce set to continue to grow

## CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## COLOUR COSMETICS IN CHINA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

The revival of colour cosmetics in China in 2023

Similar double-digit growth rates across categories, except nail products

Surge in emerging domestic brands

## PROSPECTS AND OPPORTUNITIES

Premiumisation of colour cosmetics set to moderate

Retail e-commerce will continue to boost its penetration rate

Retro trend sweeps through colour cosmetics

## CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## DEODORANTS IN CHINA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Deodorants shows a slight rebound in 2023

E-commerce dominates, while offline channels are struggling

#### PROSPECTS AND OPPORTUNITIES

Natural and gentle formulae are welcomed by consumers

Multifunctional deodorants retain development potential

#### CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

### DEPILATORIES IN CHINA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Increasing consumer awareness drives growth

With the rise of e-commerce, channels for purchasing depilatories are expanding

#### PROSPECTS AND OPPORTUNITIES

Depilatories expected to undergo continuous innovation

The trend towards segmentation in depilatories

#### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown  
2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

### FRAGRANCES IN CHINA



## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Fragrances records robust recovery amidst challenges  
Rising diversity in fragrances spells opportunity for emerging brands  
Rising online penetration, yet offline consumption remains dominant

#### PROSPECTS AND OPPORTUNITIES

Gender-neutral appeal set to reshape fragrances  
Embracing multiple fragrances becomes a new custom  
Scent economy is a double-edged sword in fragrances

#### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023  
Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023  
Table 72 NBO Company Shares of Fragrances: % Value 2019-2023  
Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023  
Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023  
Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023  
Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028  
Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN CHINA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hair care fails to rebound after pandemic restrictions ease  
Salon professional hair care is one of the categories driving growth  
Continual evolution in consumer demand for hair care products

#### PROSPECTS AND OPPORTUNITIES

The ongoing trend towards premiumisation in hair care  
Refinement of consumer demand will drive the development of innovation  
Retail e-commerce will continue to be the key battlefield

#### CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023  
Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023  
Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023  
Table 81 NBO Company Shares of Hair Care: % Value 2019-2023  
Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023  
Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023



Table 84 LBN Brand Shares of Colourants: % Value 2020-2023  
Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023  
Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023  
Table 87 LBN Brand Shares of Premium Hair Care: % Value 2020-2023  
Table 88 Forecast Sales of Hair Care by Category: Value 2023-2028  
Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028  
Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028  
MEN'S GROOMING IN CHINA  
KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Men's grooming sees modest recovery, with a stable competitive landscape  
Demand for some male-specific personal care products remains small  
Men's shaving demonstrates a rebound

### **PROSPECTS AND OPPORTUNITIES**

Consumers still require further education on men's grooming products  
Interest-based e-commerce expected to create opportunities

### **CATEGORY DATA**

Table 91 Sales of Men's Grooming by Category: Value 2018-2023  
Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023  
Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023  
Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023  
Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023  
Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023  
Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023  
Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028  
Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

### **ORAL CARE IN CHINA**

#### **KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Oral care shows a soft rebound in 2023  
Toothpaste may be struggling, but Douyin is a bright spot  
Power toothbrushes returns to dynamic growth after a couple of years of decline

### **PROSPECTS AND OPPORTUNITIES**

Polarisation of consumption in oral care is likely to intensify  
Regulation on toothpaste has been tightening

## CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

## SKIN CARE IN CHINA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

In 2023 skin care shows only a partial rebound, with growth under expectations

Fluctuating competitive landscape in skin care in China

Douyin shines brightly, while the offline and online competition intensifies

### PROSPECTS AND OPPORTUNITIES

Dermocosmetics may continue to lose attractiveness to Chinese consumers

More sophisticated consumers, moving from ingredient-centric to formula-centric

Consumer downgrading likely to challenge the premiumisation trend

## CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

## SUN CARE IN CHINA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sun care bounces back in China in 2023, with double-digit value growth

Douyin has emerged as a mainstream online channel for sun care

Japanese sun care brands affected by the release of treated water

### PROSPECTS AND OPPORTUNITIES

Baby and child-specific sun care to be propelled by new entrants

Efficacy and user experience are the two most important factors in adult sun protection

### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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