

# **China Skincare Market, By Product (Creams, Lotions, Powders, Sprays, Others), By Gender (Men, Women), By Distribution Channel (Cosmetic Stores, Supermarket/Hypermarket, Online, Others), By Region & Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

China Skincare Market was valued at USD 58.18 Billion in 2024 and is expected to reach USD 101.95 Billion by 2030 with a CAGR of 9.8% during the forecast period. The China skincare market is poised for robust growth, driven by increasing consumer awareness, rising disposable income, and rapid urbanization. The market encompasses a diverse range of products, including creams, lotions, powders, and sprays, catering to both men and women across various distribution channels such as cosmetic stores, supermarkets/hypermarkets, and online platforms. The expanding middle class, coupled with a growing preference for premium and organic skincare products, has significantly contributed to market expansion. The rise of digital commerce and social media influence has reshaped consumer buying patterns, making online channels a dominant force. Moreover, China's aging population has fueled demand for anti-aging and specialized skincare products, while the younger demographic leans toward innovative and multifunctional formulations. Regional dynamics also play a crucial role, with urban centers witnessing higher adoption rates due to increased beauty consciousness and access to international brands. Competitive intensity remains high, with domestic brands aggressively competing against global giants by leveraging traditional Chinese medicine (TCM) ingredients and cutting-edge R&D. Sustainability and ethical consumerism are also reshaping the industry, with eco-friendly packaging, cruelty-free formulations, and clean beauty concepts gaining traction. Overall, the Chinese skincare market is set to witness substantial evolution, influenced by shifting consumer preferences, technological advancements, and regulatory developments.

## Key Market Drivers

### Rising Disposable Income and Consumer Awareness

China's rapid economic growth has led to a significant rise in disposable income, particularly among urban consumers. With greater purchasing power, individuals are willing to invest in high-quality skincare products that promise better results and enhanced skin health. Furthermore, increasing consumer awareness, driven by widespread internet penetration and social media, has empowered buyers with knowledge about ingredients, product efficacy, and personalized skincare routines. The demand for organic, anti-aging, and sensitive skin formulations is surging, as Chinese consumers become more discerning about their skincare choices. China's economic expansion has led to increased disposable incomes, particularly among urban populations. In 2022, the median disposable income per capita reached RMB 31,370 (approximately USD 4,340), marking a 4.7% increase from the previous year. This figure has more than doubled since 2013, when it was RMB 15,632 (USD 2,163). This financial uplift enables consumers to invest more in premium skincare products. Simultaneously, heightened awareness about skincare's importance, influenced by social media and beauty influencers, drives demand for sophisticated beauty products.

## Key Market Challenges

### Stringent Regulatory Compliance and Quality Control

The skincare industry in China is highly regulated, with the National Medical Products Administration (NMPA) imposing stringent quality and safety standards. New policies, such as the mandatory animal testing exemption for imported cosmetics (2021), require brands to navigate complex compliance procedures. Additionally, domestic brands must ensure that their formulations meet evolving regulatory requirements, which can be a costly and time-consuming process.

## Key Market Trends

### Rise of C-Beauty and Traditional Chinese Medicine (TCM)-Inspired Skincare

Chinese beauty (C-Beauty) brands are gaining traction, leveraging local heritage and TCM ingredients to differentiate themselves. Brands such as Herborist and Inoherb incorporate elements like ginseng, pearl powder, and goji berries into their formulations, appealing to consumers who value holistic beauty solutions. This trend is further fueled

by national pride and the increasing preference for homegrown brands over Western counterparts.

### Key Market Players

The Procter & Gamble Company

REVLON Inc.

KAO Corporation

Shiseido

Johnson & Johnson

PROYA COSMETICS

L'Oréal S.A.

Henkel AG & Co. KGaA

Unilever plc

Coty Inc.

### Report Scope:

In this report, the China skincare market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

China Skincare Market, By Product:

Creams

Lotions

Powders

Sprays

Others

China Skincare Market, By Gender:

Men

Women

China Skincare Market, By Distribution Channel:

Cosmetic Stores

Supermarket/Hypermarket

Online

Others

China Skincare Market, By Region:

North

North-East

East

North-West

South-Central

South-West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the China skincare market.

*China Skincare Market, By Product (Creams, Lotions, Powders, Sprays, Others), By Gender (Men, Women), By Distr...*

#### Available Customizations:

China skincare market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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