

5 Trends driving China's Cosmetic Market



— Natural “Green” Products —

For many countries in Asia and especially in the China market, consumers are becoming more concerned about the environment and their own well-being. Due to this, many consumers are looking for more organic or natural products.



— Being Me —

Up and coming consumers such as Millennials and Gen Z, are more focused on individuality than previous generations. Younger consumers are focusing on what brands can offer them in terms of personal experience. For the cosmetics industry, consumers are being offered personal choices in two key ways: more colors and more applications!

Another trend, Whether from apps or their favorite social media channels, consumers in China are looking to share their lives. To tap into this desire, many companies in China are finding success through content marketing on WeChat.



— Male “Beauty Era”? —

For Chinese males, there is an increase in usage and demand for cosmetics; skincare and makeup products. In fact, the male cosmetic market is expected to reach 1.9 billion Yuan by 2019. Experts state this is an effect from the popularity of popular Korean media like “K-pop” or “K-dramas” becoming big in the area. Mainland consumers often cite the increased concern for their skin as habits formed from their partners and the air quality in China.

— Cosmeceuticals —



Due to the rise of its popularity in neighboring countries, “Cosmeceuticals”, products that offer both a cosmetic and pharmaceutical function like spot treatments, brightening, acne treatment, etc.- are also gaining popularity in China.

Believed to originate from Japan and Korea, consumers are leaning towards products that not only provide topical benefits but also internal benefits. This trend could also apply to the increasing popularity of multi-functional products like BB Creams and CC Creams.

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