

Skin Care in China

Market Direction | 2023-04-24 | 27 pages | Euromonitor

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Report description:

As a result of China's zero-COVID policy, in 2022 skin care experienced a mid-single-digit current value decline, putting an end to the strong growth seen over the past few years. On the one hand, restrictions on the operation of indoor business premises reduced offline traffic and consumption. On the other hand, the impact of extensive regional closures on production and logistics disrupted the supply chain, further affecting the availability of products. However, hand care and body care were a...

Euromonitor International's Skin 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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.

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SKIN CARE IN CHINA

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Due to the pandemic, skin care sees a halt to the growth trend over the past few years

Deepening polarisation in skin care, with increasing competition between premium and mass products

Dermocosmetics flourishes, with the focus on repairing and soothing

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SOURCES

Summary 1 Research Sources

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