

Skin Care in China

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Skin Care in China - Category analysis

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

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DISCLAIMER

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