



Euromonitor
International

Beauty and Personal Care in China

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

A Return to Growth, with Both Premium and Mass Sales Rising

Fan Beauty Diary'S Mask-First Strategy Unlocks Mass Appeal

Chart 2 - Fan Beauty Diary: Domestic Brand Gains Share via Strategic Expansion

Mao Geping'S Accessible Fragrances Bridge Inclusivity and Luxury

Chart 3 - MGPIIN Expands Inclusivity Through Multi-Category Accessible Luxury

Lifestyle-Driven Beauty and Consumer Rituals Reshape the Chinese Market

Chart 4 - Portable Stick Format Expands Fragrance Accessibility

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Brands to Invest in Research and Development to Secure Long-Term Advantage

Gen Z Expected to Drive Emotional Engagement as Loyalty Shifts to Lifestyle Affinity

Chart 8 - Analyst Insight for Beauty and Personal Care

Local Brands Anticipated to Expand into Southeast Asia to Counter Domestic Saturation

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Leverages Innovation and Portfolio Breadth to Consolidate Its Lead

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Douyin Accelerates Livestream Shopping as Social Commerce Eclipses Legacy Formats and Offline Sales

Harmay and Hotmaxx Drive Offline Innovation as Brand Livestreams Disrupt Engagement

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Newpage Leverages Biotech Innovation to Redefine Infant Skin Care

Chart 22 - Newpage Pioneers "Skinspan" Protocols

Runben Expands Sun Care Formats as Parents Demand Convenience

Chart 23 - Precision Parenting Drives Baby Sun Care Innovation

Kangaroo Mommy Pivots to Youth to Capture Pre-Teen Demand

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Offerings Will Drive Value Growth to Outpace Volume

Baby and Child-Specific Sun Care Expansion to Continue as Awareness Grows

Chart 27 - Analyst Insight for Baby and Child-Specific Products

Ai-Powered Diagnostics and Tween Innovation Anticipated to Deepen Brand Loyalty

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Guangdong Kangaroo Mommy Accelerates Share Gains through Innovation and Investment

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Douyin Reshapes Purchasing as Maternity Shops Lose Ground

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Baby and Child-Specific Products

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Baby and Child-Specific Products

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Kuyura Elevates Daily Cleansing with Spa-Inspired Wellness Rituals

Chart 41 - Kuyura Offers Spa-Like Showers as Wellness Rituals

Little Dream Garden Merges Botanicals and Science to Boost Demand

Chart 42 - Little Dream Garden Blends Botanicals into Nourishing Body Washes

Intimate Washes Gain Traction as Brands Prioritise Education and Microbiome Care

Chart 43 - Value Sales 2020-2030

Chart 44 - Volume Sales 2020-2030

Chart 45 - Value Sales by Category 2025

WHAT'S NEXT?

Body Wash/Shower Gel Will Continue to Dominate Due to Product Innovation

Body Wash/Shower Gel with Actives and Emotional Benefits Set to Outpace Basic Cleansers

Chart 46 - Analyst Insight for Bath and Shower

Douyin'S Content-First Strategy Sets the Pace for Agile Brands

Chart 47 - Forecast Value Sales 2020-2030

Chart 48 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Defends Its Lead Even as Digital Challengers Accelerate Share Gains

Chart 49 - Company Shares 2025

Chart 50 - Brand Shares 2025

CHANNELS

Douyin'S Content Commerce Drives Sales Gains for Retail E-Commerce

Chart 51 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 52 - Economic Context for Bath and Shower

Chart 53 - Real Gdp Growth 2020-2030

Chart 54 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 55 - Consumer Context for Bath and Shower

Chart 56 - Population 2020-2030

Chart 57 - Consumer Expenditure 2020-2030

Chart 58 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 59 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Domestic Brands Lower Prices and Drive Volumes Even as Spending Tightens

Chart 60 - Promotions and Trial Sampling Drive Value-Oriented Colour Cosmetics Purchases in China
Red Chamber'S New Blushers Fuel Demand for Inclusive, Easy to Use Colour Cosmetics
Chart 61 - Cream and Liquid Blushers Gain Popularity for a Natural Finish and Easy Application
Perfect Diary'S Ip Collaborations Boost Emotional Engagement and Sales
Chart 62 - Colour Cosmetics Brand Collaborations with IPs for Self-Expression and Lifestyle Appeal
Chart 63 - Value Sales 2020-2030
Chart 64 - Volume Sales 2020-2030
Chart 65 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Brands to Accelerate Launches and Win Price-Sensitive Shoppers
Facial Make-Up Set to Extend Its Dominance as Consumers Experiment
Chart 66 - Analyst Insight for Colour Cosmetics
Product Innovation and Clean Claims Expected to Reshape Purchasing Priorities
Chart 67 - Forecast Value Sales 2020-2030
Chart 68 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Emerging Domestic Brands Leverage E-Commerce to Capture Share
Chart 69 - Company Shares 2025
Chart 70 - Brand Shares 2025

CHANNELS

Douyin'S Live-Streaming and Content Drive Online Share Gains
Harmay Attracts Shoppers with Experiential Beauty
Chart 71 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 72 - Economic Context for Colour Cosmetics
Chart 73 - Real Gdp Growth 2020-2030
Chart 74 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 75 - Consumer Context for Colour Cosmetics
Chart 76 - Population 2020-2030
Chart 77 - Consumer Expenditure 2020-2030
Chart 78 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 79 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Despite Remaining a Niche, Deodorants Sees Dynamic Growth
Social Media Drives Demand for Natural-Scented Choices
Chart 80 - "Pseudo-Body Scent" Aesthetic Redefines Deodorant Fragrance Design

More Mainstream Acceptance of Aluminium-Free Deodorants

Chart 81 - Aluminium-Free Deodorants Gain Popularity Among Health-Conscious Consumers

Chart 82 - Value Sales 2020-2030

Chart 83 - Volume Sales 2020-2030

Chart 84 - Value Sales by Category 2025

WHAT'S NEXT?

Higher Penetration Set to Shape Future Demand

Roll-Ons Set to Maintain Leadership as Fragrance Formats Drive Expansion

Fragrance and Clean Beauty Principles to Transform Product Innovation

Chart 85 - Forecast Value Sales 2020-2030

Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nivea Sustains Lead Although Digital-First Brands Narrow the Gap

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Retail E-Commerce Shapes Demand as Instant Retail Expands Access

Warehouse Clubs and Discount Retailers Evolve to Compete with Retail E-Commerce

Chart 89 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 90 - Economic Context for Deodorants

Chart 91 - Real Gdp Growth 2020-2030

Chart 92 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 93 - Consumer Context for Deodorants

Chart 94 - Population 2020-2030

Chart 95 - Consumer Expenditure 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Competition From Longer-Lasting Hair Removal Option Limits Growth

Gillette Venus Upgrades to Ensure Efficacy and Comfort

Veet Sponsors Inclusive Campaigns to Reach Diverse Grooming Preferences

Chart 97 - Brands Support Choice: Hair Removal or Hair Freedom

Chart 98 - Value Sales 2020-2030

Chart 99 - Volume Sales 2020-2030

Chart 100 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Adapt Skin Care and Innovation as Demand Shifts

E-Commerce to Drive Value as Consumers Seek Personalisation

Chart 101 - Forecast Value Sales 2020-2030

Chart 102 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Schick and Veet Gain Share over the Review Period

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

E-Commerce Platforms Accelerate Instant Access for Grooming Routines

Chart 105 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 106 - Economic Context for Depilatories

Chart 107 - Real Gdp Growth 2020-2030

Chart 108 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 109 - Consumer Context for Depilatories

Chart 110 - Population 2020-2030

Chart 111 - Consumer Expenditure 2020-2030

Chart 112 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 113 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Solid Growth Due to Underpenetration and Storytelling

New Launch Heiseey Demonstrates the Importance of Embracing Asian Influences

Chart 114 - New Brand Heiseey Taps Tibetan Cultural Heritage with Exclusive Scent Storytelling

Solid Formats Expand Reach through Inclusivity and Convenience

Chart 115 - Stick Format Expands Accessibility

Pape Games Transforms Fragrance into an Emotional Lifestyle Accessory

Chart 116 - IP-Driven Fragrance Records High Sales Thanks to Emotional Value

Chart 117 - Value Sales 2020-2030

Chart 118 - Volume Sales 2020-2030

Chart 119 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands Expected to Leverage Local Preferences to Drive Growth

Brands Expected to Adapt Scents and Storytelling to Win Discerning Consumers

Chart 120 - Analyst Insight for Fragrances

Personalisation and Niche Innovation to Reshape Business Strategies

Chart 121 - Forecast Value Sales 2020-2030

Chart 122 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Niche Players Leverage Cultural Storytelling to Erode Legacy Dominance

Chart 123 - Company Shares 2025

Chart 124 - Brand Shares 2025

CHANNELS

Multi-Brand Beauty Specialists Reshape Fragrance Discovery

Social Commerce and Cross-Border E-Commerce Accelerate Sales

Chart 125 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 126 - Economic Context for Fragrances

Chart 127 - Real Gdp Growth 2020-2030

Chart 128 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 129 - Consumer Context for Fragrances

Chart 130 - Population 2020-2030

Chart 131 - Consumer Expenditure 2020-2030

Chart 132 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 133 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Little Dream Garden Leverages Social Commerce to Capture New Audiences

Chart 134 - Little Dream Garden Wins Big with Digital Ecosystem

Off & Relax Pivots to Science-Backed Scalp Care for Sustained Growth

Chart 135 - Off & Relax Targets Longevity with Science-Backed Scalp Essence

Ryo'S Zen Tea Launch Redefines Daily Routines with Sensory Wellness

Chart 136 - RYO's Zen Tea Scents Transform Hair Care into a Ritual

Chart 137 - Value Sales 2020-2030

Chart 138 - Volume Sales 2020-2030

Chart 139 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Brands Will Use Clinical Validation to Win Trust and Share

Chart 140 - Analyst Insight for Hair Care

Douyin Will Continue to Accelerate Discovery-To-Purchase and Shift Sales Online

Younger Consumers Expected to Drive Demand for Colour, Styling and Damage Care

Chart 141 - Forecast Value Sales 2020-2030

Chart 142 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Faces Rising Pressure as Local Players Gain Ground

Chart 143 - Company Shares 2025

Chart 144 - Brand Shares 2025

CHANNELS

Douyin Drives Online Shift as Brands Prioritise Accessibility

Offline Channels Cannot Withstand the Pressure From Online Sales, and See Declines

Chart 145 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 146 - Economic Context for Hair Care

Chart 147 - Real Gdp Growth 2020-2030

Chart 148 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 149 - Consumer Context for Hair Care

Chart 150 - Population 2020-2030

Chart 151 - Consumer Expenditure 2020-2030

Chart 152 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

KEY INDUSTRY TRENDS

Chart 153 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

Sales Stabilise, with Men's Fragrances the Leading Growth Driver

Alpecin Wins Trust with Science-Led Anti-Hair Loss Solutions

Chart 154 - Targeted Efficacy Drives Selective Premiumisation in Men's Hair Care

Lifestyle-Driven Routines Shift Male Priorities beyond Hygiene

Chart 155 - Hermès Makes Fragrance a Daily Expression of Modern Masculinity

Chart 156 - Value Sales 2020-2030

Chart 157 - Volume Sales 2020-2030

Chart 158 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Men to Fuel Gradual Growth through Targeted Adoption and Selective Premiumisation

Men's Fragrances and Deodorants to Benefit as Routines Move beyond Basics

Social Commerce and Innovation Expected to Drive Targeted Brand Opportunities

Chart 159 - Analyst Insight for Men's Grooming

Chart 160 - Forecast Value Sales 2020-2030

Chart 161 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Leverages Brand Equity to Sustain Its Share Even as Fragmentation Intensifies

Emerging Brands Disrupt through Social Commerce

Chart 162 - Company Shares 2025

Chart 163 - Brand Shares 2025

CHANNELS

Retail E-Commerce Attracts Male Consumers with Price Transparency and Privacy

Warehouse Clubs and Beauty Specialists Grow Thanks to Offering Value

Chart 164 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 165 - Economic Context for Men's Grooming

Chart 166 - Real Gdp Growth 2020-2030

Chart 167 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 168 - Consumer Context for Men's Grooming

Chart 169 - Population 2020-2030

Chart 170 - Consumer Expenditure 2020-2030

Chart 171 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 172 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Darlie and Other Leading Brands Reshape Whitening through Biomimetic Innovation

Chart 173 - From Harsh Whitening to Biomimetic Oral Care

Usmile and Lebooo Drive the Adoption of Connected Devices and Data-Driven Routines

Chart 174 - Smart Toothbrushes Turn Oral Care into a Data-Driven Experience

Regulatory Scrutiny Compels Digital-Native Brands to Prioritise Trust and Science

Chart 175 - Internet-Native Toothpaste Brands Shift From Traffic-Driven Growth to Trust-Based Competition

Chart 176 - Value Sales 2020-2030

Chart 177 - Volume Sales 2020-2030

Chart 178 - Value Sales by Category 2025

WHAT'S NEXT?

Premium-Focused Innovations to Shift Toothpaste to a Value Driver

Smart Devices and Holistic Care Expected to Drive Growth

Chart 179 - Analyst Insight for Oral Care

Regulatory Scrutiny Will Compel Functional Upgrades and Evidence-Based Claims

Chart 180 - Forecast Value Sales 2020-2030

Chart 181 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yunnan Baiyao Leverages Functional Focus to Defend Leadership

Chart 182 - Company Shares 2025

Chart 183 - Brand Shares 2025

CHANNELS

Retail E-Commerce Maintains Its Lead as Instant Retail Expands

Chart 184 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 185 - Economic Context for Oral Care

Chart 186 - Real Gdp Growth 2020-2030

Chart 187 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 188 - Consumer Context for Oral Care

Chart 189 - Population 2020-2030

Chart 190 - Consumer Expenditure 2020-2030

Chart 191 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 192 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Premium Brands Regain Momentum Due to Innovation and Rising Disposable Incomes

Science-Backed Facial Care Dominates as Domestic Innovation Drives Expansion

Chart 193 - Peptide-Powered Anti-Ageing Serum Targets Cellular Longevity

Local Brands Expand Their Reach with Culturally Resonant Strategies

Chart 194 - Fan Beauty Diary: Domestic Brand Gains Share via Strategic Expansion

Chart 195 - Value Sales 2020-2030

Chart 196 - Volume Sales 2020-2030

Chart 197 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Set to Continue, Although Affordability-Focused Purchasing Behaviour Expected

Facial Care to Consolidate Its Lead as Lip Care Outpaces Other Categories

Chart 198 - Analyst Insight for Skin Care

Agile Domestic Brands and Clean Beauty Anticipated to Reshape Consumer Loyalty

Chart 199 - Forecast Value Sales 2020-2030

Chart 200 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Strengthens Its Leadership While Local Challengers Expand Their Shares

Chart 201 - Company Shares 2025

Chart 202 - Brand Shares 2025

CHANNELS

Douyin Accelerates Share Gains, While Experiential Retail Abounds

Chart 203 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 204 - Economic Context for Skin Care

Chart 205 - Real Gdp Growth 2020-2030

Chart 206 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 207 - Consumer Context for Skin Care

Chart 208 - Population 2020-2030

Chart 209 - Consumer Expenditure 2020-2030

Chart 210 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 211 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Proya Transforms Daily Routines with Sensorial Sun Protection

Chart 212 - Proya's Super-Membrane Sunscreen Delivers Invisible, High-Grade Protection for Longevity

Mistine Revolutionises Convenience with Disposable Ampoule Format

Chart 213 - Mistine Disposable Sunscreen: Precision Protection, Ultimate On The Go Convenience

Brands Win Loyalty by Tailoring Sun Protection to Daily Scenarios

Chart 214 - Proya Targets Niche Scenarios with Influencer-Driven Content

Chart 215 - Value Sales 2020-2030

Chart 216 - Volume Sales 2020-2030

Chart 217 - Value Sales by Category 2025

WHAT'S NEXT?

Continued Robust Growth, with Sun Protection Becoming an Integral Part of Skin Health

Parental Demand for Safety Will Drive the Rapid Expansion of Children'S Solutions

Social Platforms to Accelerate Digital Discovery as Personalisation Reshapes Routines

Chart 218 - Analyst Insight for Sun Care

Chart 219 - Forecast Value Sales 2020-2030

Chart 220 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Local Players Accelerate Gains as Shiseido Retreats

Chart 221 - Company Shares 2025

Chart 222 - Brand Shares 2025

CHANNELS

Douyin and Xiaohongshu Drive Instant Sun Care Sales Conversions

Direct Selling Outpaces Offline Rivals with Targeted Outreach

Chart 223 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 224 - Economic Context for Sun Care

Chart 225 - Real Gdp Growth 2020-2030

Chart 226 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 227 - Consumer Context for Sun Care
Chart 228 - Population 2020-2030
Chart 229 - Consumer Expenditure 2020-2030
Chart 230 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 231 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Strategic Pricing Plays a Role in the Return to Growth for Premium Beauty and Personal Care

Heritage Brands Drive Growth in Science-Led Formulations

Longevity Science Reshapes Consumer Priorities and Product Launches

Chart 232 - Estée Lauder Back to Growth Thanks to its New Anti-Ageing Series

Chart 233 - Value Sales 2020-2030

Chart 234 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands Will Need to Accelerate Innovation to Compete with Mass Rivals

Premium Skin Care to Maintain Dominance, While Premium Fragrances Will Continue to Rise

Chart 235 - Analyst Insight for Premium Beauty and Personal Care

Breakthrough Science and Experiential Retail to Reshape Consumer Loyalty

Chart 236 - Forecast Value Sales 2020-2030

Chart 237 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Estée Lauder Strengthen Leadership as Digital Engagement Grows

Chart 238 - Company Shares 2025

Chart 239 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 240 - Economic Context for Premium Beauty and Personal Care

Chart 241 - Real Gdp Growth 2020-2030

Chart 242 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 243 - Consumer Context for Premium Beauty and Personal Care

Chart 244 - Population 2020-2030

Chart 245 - Consumer Expenditure 2020-2030

Chart 246 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 247 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Price-Sensitive Consumers and Social Commerce Help Maintain Value Growth

Into You Captures Gen Z with Multifunctional, Affordable Colour Launches

Chart 248 - Into You Launches Dual-Colour Lip Mud with Blush-to-Lip Versatility

Mass Skin Care Sustains Its Lead as Consumers Seek Efficacy and Value

Chart 249 - Value Sales 2020-2030

Chart 250 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Focused Shoppers to Drive Mass-tige Innovation and Constant Churn

Chart 251 - Analyst Insight for Mass Beauty and Personal Care

Mass Skin Care to Retain Its Lead as Multifunctionality and Efficacy Prevail

Chart 252 - Forecast Value Sales 2020-2030

Chart 253 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Agile Players Erode the Leaders' Share as Fragmentation Accelerates

Chart 254 - Company Shares 2025

Chart 255 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 256 - Economic Context for Mass Beauty and Personal Care

Chart 257 - Real Gdp Growth 2020-2030

Chart 258 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 259 - Consumer Context for Mass Beauty and Personal Care

Chart 260 - Population 2020-2030

Chart 261 - Consumer Expenditure 2020-2030

Chart 262 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-china/report.