

从世界，到中国 美妆个护行业趋势

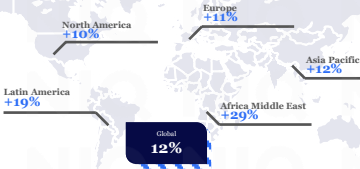
郑冶 Jack Zheng

NIQ中国首席增长官

随着销售额的不断增加，美业在全球范围内的热度也不断攀升

Beauty has been a global success story as values have continued to grow

区域性销售额增长率 Regional Beauty value growth %



OECD Consumer price
indices

Q2 2022 9.7

Q2 2024 5.8

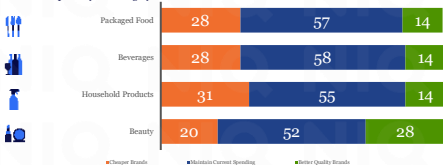
消费者希望保持在“追求美丽”上的花销

Consumers want to maintain beauty spending

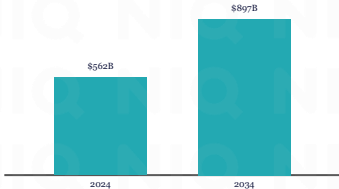
与其他快速消费品类别相比，消费者更不愿意减少在美容方面的支出

Compared to other FMCG categories, consumers are more reluctant to reduce spending on beauty

Attitude on spends by each category - APAC



全球消费者对于美业的需求将会在接下来10年带来\$3000亿的规模增长
Global Consumer Demand for Beauty will continue to grow by \$300Bn in the next 10 years



CAGR	4.8%
Share of Total Spending	0.9%



Consumer Income Effect
消费者收入影响



Net New Consumers
净新客



Inflation and Exchange Rates
通胀和汇率



AVAILABILITY

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——场——



AFFORDABILITY

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——人——



ATTRACTIVENESS

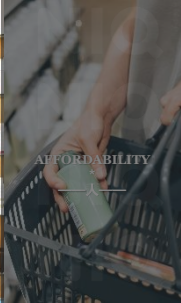
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——货——



AVAILABILITY

— 场 —



AFFORDABILITY

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— 人 —



ATTRACTIVENESS

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— 货 —

护肤品大类全域持续增长，主要来自于润肤膏霜类产品的贡献

Skincare grew positively in MAT thanks to Skin Moist. as the key driver in Omni landscape

护肤品整体 全域增长

Total Skincare
China Omni

+4.2%

Value % GR
in MAT 24Q4 vs. YA

Skincare Sub-cate | Value % GR vs YA
MAT TY

爽肤水 Toner
+4.0%

洁面 Facial Cleanser
+2.2%

面膜 Facial Mask
-12.3%

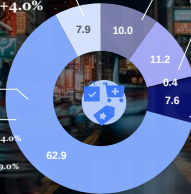
唇膏 Lip Balm
+10.1%

个护 Personal Wash
-4.8%

膏霜 Skin
Moisturizer
+9.5%

Facial 面部
Cont. 22.4% | +14.0%

Body 身体
Cont. 15.1% | +19.0%

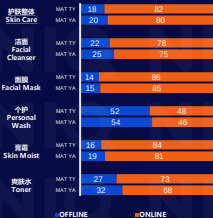


Source: RMS Omni (Offline and Ecom data) ending 34Q4

(*) Skincare includes Facial Cleanser, Facial Mask, Lip Balm, Personal Wash, Skin Moist, Toner, Lip Balm only tracked in Offline

(*) Online: JD, Tmall, Douyin, Kuaihou, ... / Offline: Hyper, Super, Mini, Cosmetics/Grocery, CVS, General stores

销售额渠道重要性 | 2MATs

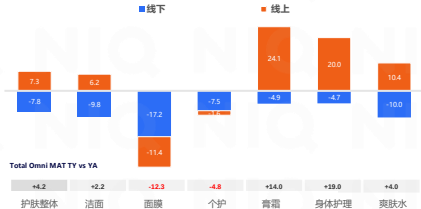


线上市场为护肤品类产品的主战场，并持续贡献增长

Online dominated and developed in most of Skin sub-cates



OMNI by Channels Val% GR | MAT 2404 vs YA

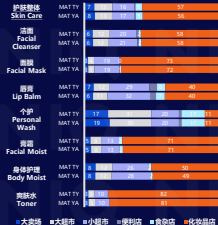


Source: RMG Omni (Offline and Ecom data) ending 240

(*) Skincare includes Facial Cleanser, Facial Mask, Lip Balm, Personal Wash, Skin Moist, Toner. Lip Balm only tracked in Offline

(*) Online: JD, Tmall, Douyin, Kuaisuo... / Offline: Hyper, Super, Mini, Cosmetics, Grocery, CVS, General stores

渠道权重 | 2MATs

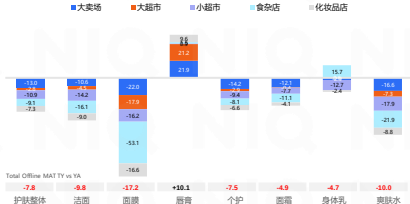


化妆品店是线下市场中最重要的渠道之一

Cosmetics is the most important channel



Offline by Channels Val% GR | MAT TY vs YA



Source: RMS Offline data ending 24Q4

(F) Skincare includes Facial/Cleanser, Facial Mask, Lip Balm, Personal Wash, Skin Moist, Toner. Lip Balm only tracked in Offline

(F) Online: JD, Tmall, Douyin, Kuaisou, .../Offline: Hyper, Super, Mini, Cosmetics, Grocery, CVS, General stores



AVAILABILITY

场



AFFORDABILITY

人



ATTRACTIVENESS

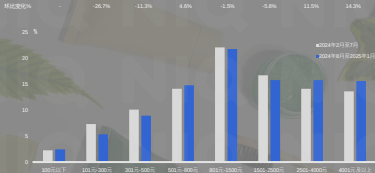
货

消费者预算发生了怎样的变化？

两级分化

“精致穷”和“真千金”

消费者每半年用于购买美妆产品的花费，过去半年vs.未来半年



数据来源: Kantar IQVIA, 2024美妆趋势研究-NIQ文章网与中国大陆, 1,234份, 调研数据: 2022年1月至2024年8月, 每月2,000,000样本

消费降级并不意味着一味低价，消费者对高端产品的核心诉求从未改变
Trade down does not mean low price; it is necessary to meet the core demand for premium

面膜 (片装)

50%

高端价位段份额 Y2021:
61%

润肤霜

63%

高端价位段份额 Y2021:
65%

➡➡ **Mass brand booming across Social Ecom**

护肤类产品在社交电商平台增速 (对比2023年)

CHANDO
自然堂 +98.5

PROYA
珀莱雅 +165.1



➡➡ **62%**

消费者每次购买护肤品时都会购买更大包装的产品
Consumers buy more of **bigger pack size** per purchase trip for Skin Care

➡➡ **46%** *Professional ingredients could still charge more*

消费者购买了具有医疗美容或药妆等专业特色的护肤品
Consumers have bought skin care products with **professional characteristics** such as medical beauty or cosmeceuticals



Voolga
敷尔佳

TOP1 masstige sheet mask brand
+13.2

➡➡ **98%**

Skin Care products with non-masstige price are **lotion & cream**
Basic lines kept stable within mass brands

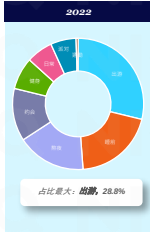
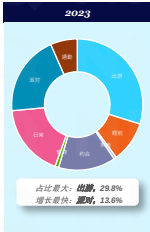
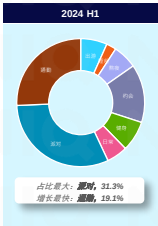


Chando
男士喜马拉雅冰
川保湿霜70ML
+1.4

Proya
水漾芯肌倍润型
透润乳120ML
+78.5



从占比情况看，上半年派对、通勤等场景需求显著增加，而出游、睡前和熬夜后修护等暂离TOP3榜单



AVAILABILITY

场

AFFORDABILITY

人

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健康和功能性已成为亚太地区消费者选择美容和个人护理产品的关键

Healthy and Functional becomes essential for APAC consumers when choosing Beauty & PC products



最受亚太地区消费者青睐的产品类型

Top favored products benefit for APAC consumers

Beauty & Cosmetic

- 抗老 Anti-aging
- 特供产品 Customised for my skin type
- 功效 Efficacy
- 功能性成分 (如维生素 C、视黄醇、AHA/BHA、透明质酸等)
- 保湿 Hydrating

Personal Care

- 不含刺激性化学物质，防腐剂等
- 功效 Efficacy
- 品牌信赖 From a trusted brand
- 保湿 Hydrating
- 润肤 Moisturizing
- 皮肤健康 Skin health



中国消费者追求多重功效

China consumers seek for multiple benefits, implying their high demand on Skincare functions

Q: Which product benefits/ingredients you will focus on when buying skincare brands?

保湿, 抗衰老, 及美白淡斑

是中国消费者最看重的功效

Hydrating
保湿

55%

Anti-aging
抗衰老

48%

Whitening/
Blemish Spots
美白淡斑

48%

...while Acne Oil-Control and Repairing are more selective for groups with more special skincare routine:

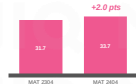
Acne Oil-control
控油祛痘

35%

Repair/
Anti-allergy
修复抗敏

33%

线下 | **Anti-age's val %shr 抗老 (男女通用)**
In **Unisex Facial Moist**



线上 | **Anti-age's val %shr 抗老 (男士)**
In **Men Facial Moist**



OLAY

御龄紧致系列

MS%: 0.6

+/- MS%: +0.02



MEIFUBAO

王珍馐力保湿

MS%: 0.4

+/- MS%: +0.1



PECHOIN

活力焕能系列

MS%: 1.5

+/- MS%: +0.3



PECHOIN

肽源抗皱系列

MS%: 0.8

+/- MS%: +0.4

通过更加专业化的产品迎合消费者需求

Professionalizing consumer need

Q: Which product benefits/ingredients you will focus on when buying skincare brands? (by Female/ Male groups)

Deeper: Female users search for more-than-one pharmaceutical ingredients while choosing the benefit of Skin care products.



Anti-aging 抗老

胶原蛋白 23%

虾青素 13%

玻色因 10%

Whitening 美白

烟酰胺 19%

维生素C 12%

Repairing 修护

积雪草 11%

神经酰胺 11%



Broader: Male users expand their need & concern about Skin problems and become more diversified in product choice.



抗衰老

41%

淡斑

37%

祛痘

33%

Pharmaceutical ingredients



2024年最新配方升级，提升修护力，减少刺激，提升使用舒适度。
【欧莱雅男士】A醇精华乳，提升修护力，减少刺激，提升使用舒适度。



提升修护力，减少刺激，提升使用舒适度。

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Natural ingredients

积雪草

可促进皮肤中胶原蛋白合成，收缩毛孔，祛疤消痘，其天然功效显著，帮助美白与修护肌肤。



欧莱雅男士专用积雪草修护乳

提升修护力，减少刺激，提升使用舒适度。

提升修护力，减少刺激，提升使用舒适度。

提升修护力，减少刺激，提升使用舒适度。

天然冰川水

富含小分子矿物质，活性高，能滋养修护肌肤，提升肌肤的保湿力，提升肌肤的修护力，提升肌肤的修护力。



欧莱雅男士冰川水保湿乳

提升修护力，减少刺激，提升使用舒适度。

High functional Suncare



欧莱雅男士防晒喷雾

防晒力更强

“广谱防晒更周全”

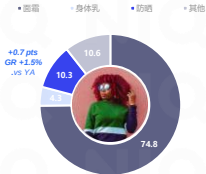
“成分更养肤”

“质地更清爽”



防晒力 防晒力 防晒力

Skin Moist by Segment MS% | Nat Offline MAT 24Q4



(*) Facial moist/ Body moist/ Others: exclude Suncare products



旅游

国内旅游增长 (对比2023年) **93.3%**

户外活动

户外消费品增长 (对比2023年) **7.3%**



新常态下中国消费者追求的核心是：有价值感的品质生活

Consumers are not merely pursuing low prices, but are primarily seeking a return to high-quality, value-driven lifestyles

AVAILABILITY

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把握渠道先机

AFFORDABILITY

*

迎合价值诉求

ATTRACTIVENESS

*

稳抓消费品质



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谢谢聆听!