

China Trade News

Published (27-03-2020)
Updated May 21, 2022

Issue#1014

Skincare and Cosmetics Market Opportunities- Chinese Importers

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Skincare and cosmetics Chinese importers present a range of facts and statistics on the cosmetics market opportunities in China, according to *statista*, skincare China: Revenue in the Cosmetics segment amounts to US\$14182.9m in 2020. The market is expected to grow annually by 9.6% (CAGR 2020-2023).

Skincare and Cosmetics have Different Users in China

Skincare and Cosmetics are not well defined since those products are become more complicated for beauty and skincare in China. Today, there are skincare products with cosmetic characids, some of the products commonly referred to as "personal care products" are **cosmetics**, for example, skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, shampoos, permanent waves, hair colours, toothpastes, and deodorants, etc.,

As experts indicate that skincare is way more important than makeup. It is indeed the case with China which skincare exists long before cosmetics, the sales of skincare products are far frequent and higher percentage than popular cosmetics.

Although most skincare products are not high priced than cosmetics, but frequently sale rate is skincare products, with almost 1.4 billion Chinese populations, skincare products have more average demand than cosmetics.

Under today's living situation and environmental concerns in main cities and regions in China, skincare comes to the priority; beauty is secondary with Chinese situation in general. Skincare products raise demand among older Chinese, and cosmetics popular among the younger.

Skincare and Cosmetics Market Opportunities in China

The quality of skincare and cosmetic products are important for the Chinese consumers nowadays, imported skincare and cosmetics products are still have vast attraction among enthusiastic customers in local China, the sales are keeping raising, imported premium skincare and cosmetic products are the symbol for higher quality and stands for value and worth in return.

Today, in China the skincare segment signifies a predominantly great share of the cosmetic market (50%), and skincare products are going to a period of sophistication for details, in which Chinese consumers demand for advanced quality that bring higher value, sophisticated features are under the eye-catching and searched in counters which gain more attraction and promote more sales.

Chinese female customers are willing to purchase imported skincare and cosmetic brands, it signals that higher quality, and better ingredients, more natural products with sophisticated features for higher price and high value in return.

Chinese Importers for Skincare and Cosmetic Products

China's new lifestyle trends boost skincare and cosmetic products Import from its Western origins. Chinese consumers are embracing a healthier skincare lifestyle in

greater numbers, reflected in their spending habits are moving beyond consumer products.

Importers in China's skincare and cosmetics segments also watch out for new niche products. Today, with growing numbers of Chinese consumers embracing a more active and healthier lifestyle, demand for skincare and cosmetics with sophisticated features are claiming to higher level, reaching to men skincare and cosmetic section. China market presents massive potentials for foreign products enter the country's locals in various levels.

For global or local skincare and cosmetics producers, skincare exports, cosmetics businesses attempt to search for market opportunities in China, now, it is right time to enter the Chinese market, to profit from its know-how competence, knowledge, and proficiency. DCCC is leading data provider of [Chinese Importers](#), in which provides you with practical solution to connect with reliable Chinese importers, now, the [List of Chinese Importers for Skincare and Cosmetic Products](#) available upon request, Please contact [DCCC](#)- the organization assists foreign companies to connect with reliable [Chinese importers](#), distributors.

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