



**Euromonitor  
International**

# Mass Beauty and Personal Care in China

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Skin care maintains its lead, but suffers from maturity and economic situation
- Proya Cosmetics maintains its rising trend due to innovation and quality
- Price sensitivity leads to downgrading within the mass segment, and from premium to mass

PROSPECTS AND OPPORTUNITIES

- More positive consumer sentiment will drive a return to value growth
- AI set to move further into mass beauty and personal care
- Local ingredients and multifunctional products are two strands of innovation

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Beauty and Personal Care in China - Industry Overview

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DISCLAIMER

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