

# BEAUTYSTREAMS

## CHINA CONSUMER MINDSET SHIFTS



As the world struggles through different phases of lockdown, China has emerged as one of the most resilient markets. China's economy advanced 2.3% last year, making it the only major economy to report growth, although the growth was still its weakest in 44 years. China's economy is widely predicted to expand by more than 8% in 2021. While many global companies are looking to China, the market is quickly changing and complex to navigate. Applying the same international marketing approach and trend analysis as elsewhere would not be effective. Urban consumers in China are very savvy and expect to see products and marketing specifically targeted to them. BEAUTYSTREAMS' special China Color Cosmetics Trends Report identifies eight consumer mindset shifts significant in China today and in the years to come. Taking into consideration those consumer mindsets, we developed original marketing storytelling, make-up looks, and packaging curated for the Chinese market. The following are some highlights from that report.

### Changing Attitudes

Some trends that were already emerging pre-COVID-19 have been further accelerated by the pandemic. National Pride, a trend that has been simmering in recent years, is now in full swing. Whereas the older generations in China often favored foreign labels, younger consumers are supporting the plethora of exciting new local beauty brands that have launched on the market in the past several years. Another important mindset shift is the rise of Girl Power thanks to a new generation of Chinese feminists. Standing Out is another key shift. Culturally, most Chinese people do not like to appear different from the norm, but younger consumers are now daring to distinguish and express themselves. As consumers, they want to be among the first to discover niche, less common brands and products. Sk'inclusivity is another emerging trend, still new in China, which we forecast will quickly scale up. Most color cosmetics brands in China offer only two to five foundation shades, with few choices for darker skin tones. Now a growing number of KOL's and celebrities are embracing their natural tan complexions, which will prompt some brands to extend their shades by several nuances. As China is the world's largest gaming market, Virtual Immersion is a trend that will grow. Expect that alternative digital dimensions will continue to inspire brands and consumers via hyperreal beauty looks, marketing storytelling, and retail innovations. Throughout the pandemic, Self-Care and the emotional and physical comfort it provides becomes just as important as appearance. The COVID-19 lockdowns around the world have made consumers more accustomed to well-being rituals at home. While in China, the so-called "996 workstyles", i.e., 9 a.m. to 9 p.m. six days a week schedules, prompt increasing numbers of career-driven Post-90s to embrace self-care rituals during the rare moments they have for themselves. At the same time, fitness and the pursuit of perfection is also a growing movement in China. Gym memberships and non-invasive cosmetic interventions log a steady growth in the country,

showing that Self Optimization is, and will continue to be, important among the active population in the upcoming years. Lastly, with China's US\$400-billion investment in ecological programs since 2017 (twice as much as the European Union), the country has emerged as one of the global leaders in the field. This is reflected in a growing awareness among consumers who want a Holistic Life, including sustainability for themselves, but also for the environment. Discover more details in our China Color Cosmetics Trend Report.



## COURTING CHINESE CONSUMERS THROUGH COLOR, STORYTELLING & PACKAGING

The color cosmetics category in China is moving at a rapid pace. Many new local brands are launching on the market and the competition is heating up. For international companies, courting Chinese consumers means having a deep understanding of local mindsets, tastes, and skin tones. BEAUTYSTREAMS' special China Color Cosmetics Trends Report presents marketing storytelling, make-up looks, and packaging adapted to the Chinese market. The following are some highlights from that report.

### Upcoming Color Trends: Chromatic Nature

Color trends draw on the lush beauty of nature's own hues. This latest evolution sees a spectrum



inspired by surreal winter landscapes, as textures and effects twist shades with touches of fantasy that will resonate with Chinese consumers.

Color directions include Silent Sky, a color group inspired by painterly landscapes, which uses layering for subtle effects. A simple, straightforward approach prevails within the cool, inviting brown palette of Winter Woods. Murky Lake is a celebration of greens with delicate pearlescent effects and warm undertones. Glow Orange is a vivid palette - a sumptuous and warm counterbalance to the overall coolness of the other palettes.

### Storytelling Territories: Neo-Minimalism & Creative Digitalism

Taking into consideration the consumer mindset shifts, BEAUTYSTREAMS curated two stories for the Chinese market: Minify and Kooks. Seemingly contradictory, they will resonate with the diversity of the Chinese consumer taste spectrum.

The Minify story elevates the "urge to purge." Not to be misunderstood as minimalism, this is simplification at its purest, truest, and most characterful. By only selectively holding onto objects that evoke a precious memory or bring happiness, layers of excess are removed to allow true personality to shine through.

The Kooks story invites us to experience the reality of the future where sci-fi becomes sci-real with limitless capabilities. The future is now, coming through in a transient, mid-place space where boundaries between what's real and not are blurred.

### Make-up Look Directions: Streamlined & Surreal

Developing the stories further, our Studio team in Paris and Sydney created original directions for make-up, hair, and nail looks. Curated specifically for Chinese consumer skin tones and regional tastes, Minify looks see astute downsizers creating a refined style with a pared-back product list. By streamlining, they focus on the essential, proving that downsizing doesn't mean empty, dull, or minimal; but rather, honest and transparent. This results in powerful, striking looks, that revel in personality.

In the Kooks story, make-up looks are treated like superheroes. We present an imaginary superhero character whose power is to exert control over optical effects and illusions, creating a surreal version of reality. This is captured in Kook's make-up, hair, and nail looks.

### Packaging Trends: Sustainable Simplicity & Holistic Futurism

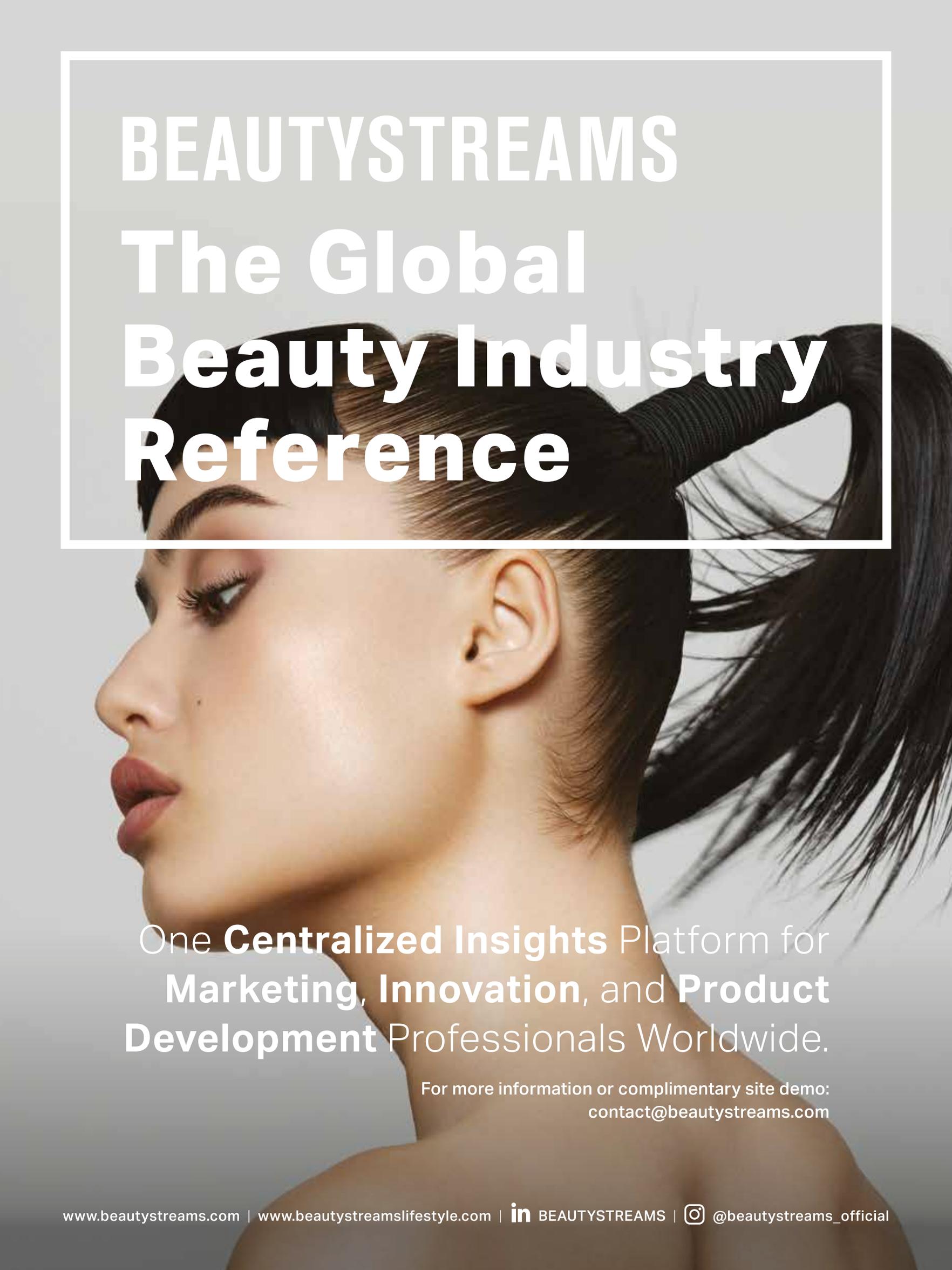
Packaging trend directions for the Minify story reflects consumers' growing desire to edit down their environment and possessions to their most functional, stylish essentials. The idea is that the objects they do keep are useful, sustainable, and convey a personality, as well as a point of view.



When it comes to packaging design, Minify promotes natural materials, spare decoration, and flat, neutral colors. Indeed, some of the packaging materials are compostable, so they can become part of the earth again when discarded, rather than needing to be recycled. Minify illustrates that sustainable simplicity can tell a compelling design story. The Kooks story explores a liminal world in which digital fantasy and reality converge. This universe appeals to the young Kooks consumer who is accustomed to a world in which such boundaries are increasingly obscured. The concept's hyper-real, pearl surfaces could only have been created in the digital space, while its shapes take the form of avatars, which change and morph in response to the user's well-being. Surfaces have a calming, futuristic quality - ideal for virtual world conceived with wellbeing in mind.

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# BEAUTYSTREAMS

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