

# THE MALE BEAUTY MARKET IN CHINA

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[www.daxueconsulting.com](http://www.daxueconsulting.com)



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# Male beauty: An untapped market in China

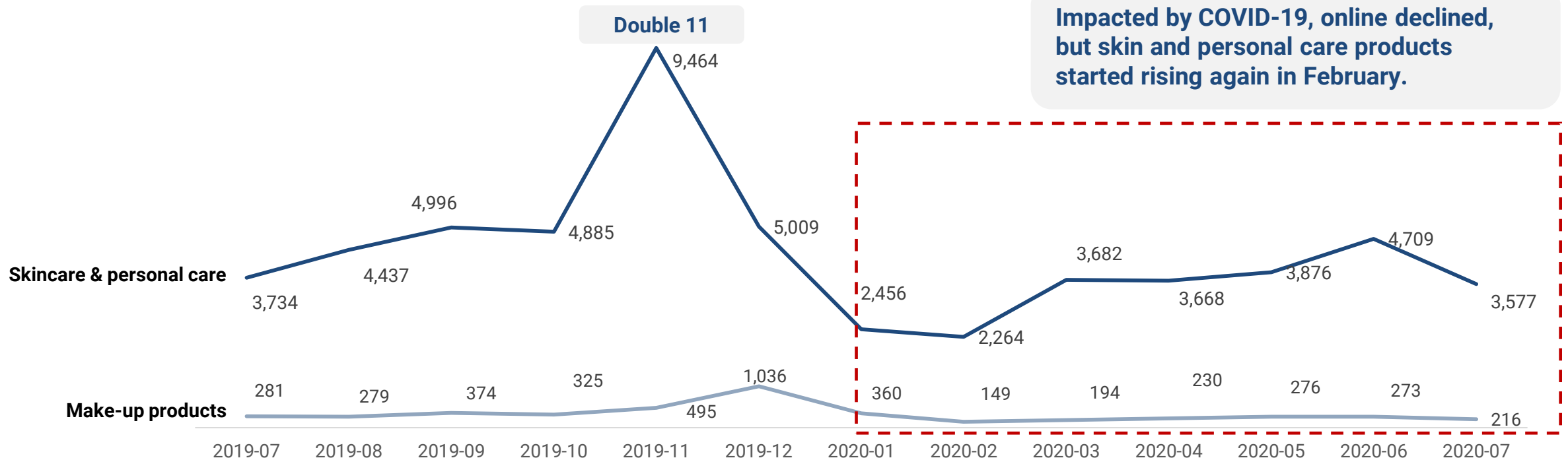


# China's e-commerce male beauty market is recovering from COVID-19

- According to Euromonitor, from 2016-2019, Chinese male skincare and make-up market increased at an average annual rate of 13.5%, far higher than the global average of 5.8%.
- On Taobao and Tmall, male skincare products had very high sales during the 2019 Double 11 shopping festival. Although, both skincare and makeup sales obviously decreased due to COVID-19, skincare sales recovered much quicker.

## Online male cosmetic sales on Tmall & Taobao

(Thousand sold items, 2019-2020)



Source: Taosj.com, designed by daxue consulting

# Male beauty related content and KOLs are on the rise

20%

of beauty KOLs on Douyin, Kuaishou and Bilibili were men as of Dec 2019

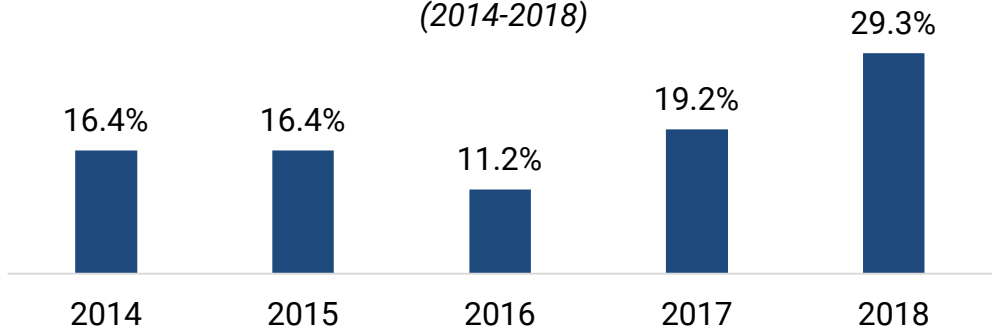


16%

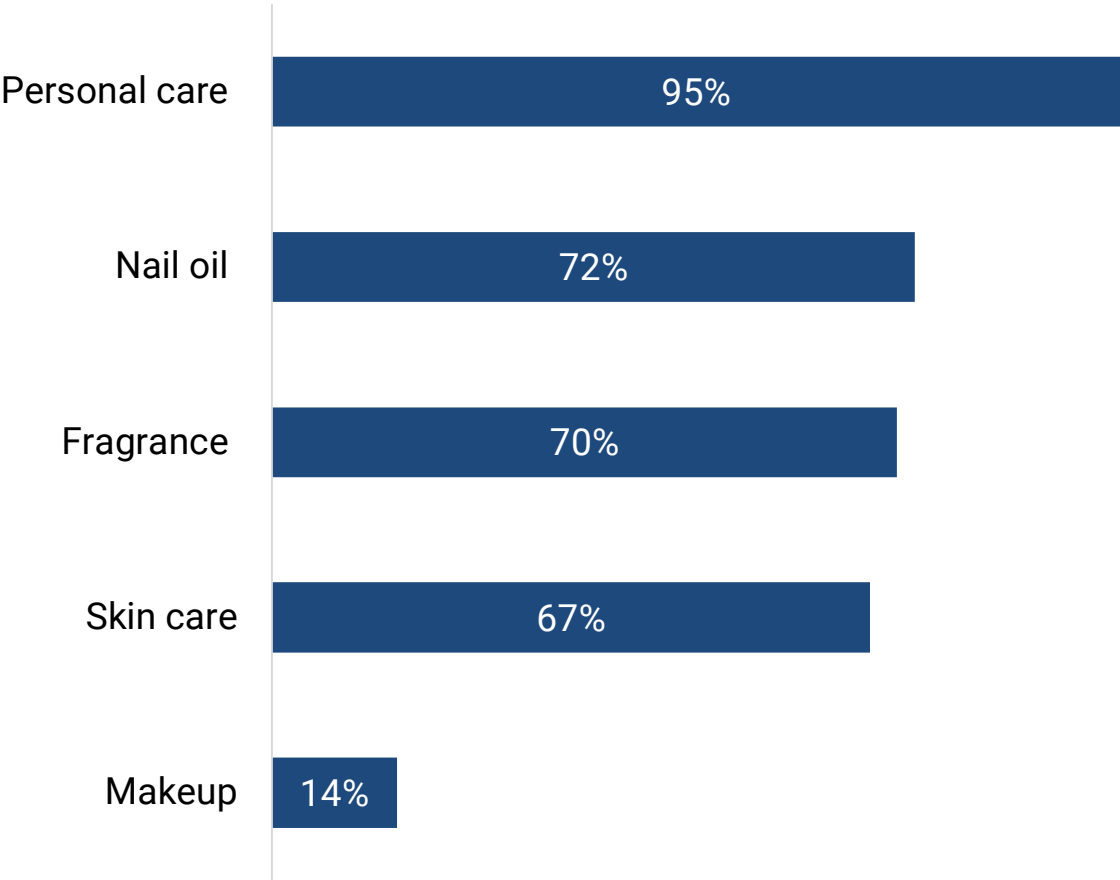
of certified beauty KOLs on Weibo are men

Based on the use of the keyword's "cosmetics", "make-up", "male skincare" and "men's make-up" on Weibo from 2014 to 2018, we can see that the amount of men using these words is increasing.

Proportion of men who mentioned cosmetics on Weibo among all male Weibo users (2014-2018)



Male beauty content growth rate on Red by different topics (first half of 2020 VS first half of 2019)



Source: zhiweidata, designed by daxue consulting

Source: The Red Mid-Year Beauty Insights Report 2020





# Male beauty is booming on social media

On Red, plenty of male bloggers share their make-up and skincare experiences with their fans (both male and female), which mainly aim to promote new products and impart knowledge about male beauty.

@是曼奇ei





 Followers:  
**11.3 thousands**  
 Total favorites & likes:  
**300 thousand**

Skincare KOL who focuses on teaching men personal care techniques and introduces products including lotions, makeup, hair styling, dental care.

@许俊彦





 Followers:  
**12.3 thousands**  
 Total favorites & likes:  
**60.6 thousand**

Shares daily products with fans after testing them, specializes in skin care and makeup and prefers high-end brands.

@姜在赫





 Followers:  
**152.3 thousands**  
 Total favorites & likes:  
**211.7 thousand**

Compares products, focusing on aspects like texture, ingredients price. Fans can choose the one that best suits their needs.

@大嘴博士



 Followers:  
**45.8 thousands**  
 Total favorites & likes:  
**890 thousand**

Ch. D., the former head of science communication at L'Oréal China. Explaining products' actual efficacy to audience based on chemical tests and ingredient analysis.

Source: Sample of Red Posts | 2020 | CN, designed by daxue consulting

# Social listening: Some controversial opinions of men who wear makeup

- Supporters: men and women are equal, there's no law that says makeup is the exclusive right of women, so why can't boys wear makeup?
- Opponents: men wearing makeup always sounds weird, but most importantly, it makes people feel gay and their sexual orientation is suspected.



化妆是掩饰短板 发扬长处 每个人都有追求美的权利 只要在合适的大众以及自己都能接受的范围内 化妆是对自己大家的尊重不分男女



Makeup is about covering weaknesses and promote strengths. Everyone has the right to pursue beauty, as long as it is appropriate and acceptable to them. Makeup is a sign of respect for self and others!



怎么看待男生化妆，怎么看待男生打耳洞，怎么看待男生撒娇，怎么看待男生当护士……男生好惨，男生也是人。尊重个人自由，男女平等。



What to think about men wearing makeup, what to think about men getting their ears pierced, what to think about men asking to be pampered, what to think about men being nurses.....  
Men are miserable, and men are also human. Respect individual freedoms, men and women are equal.



个人觉得男生清清爽爽 用个大宝就行了🙄

Gniqy63等人 共176条回复 >

1-2 09:53

1.9K



Men who wear heavy makeup are sissies.



感觉化浓妆的都是liang炮🙄

黄贝贝啊\_等人 共281条回复 >

1-2 09:56

1.3K

#谁说男生不能化妆#Who said men can't do makeup  
#你能接受男生化妆吗#Can you accept men wearing makeup

#男女平等#men and women are equal  
#男生化妆前后对比#Before-and-after makeup comparison of men



Source: Sample of Weibo post 2019

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## Key characteristics of male beauty consumers

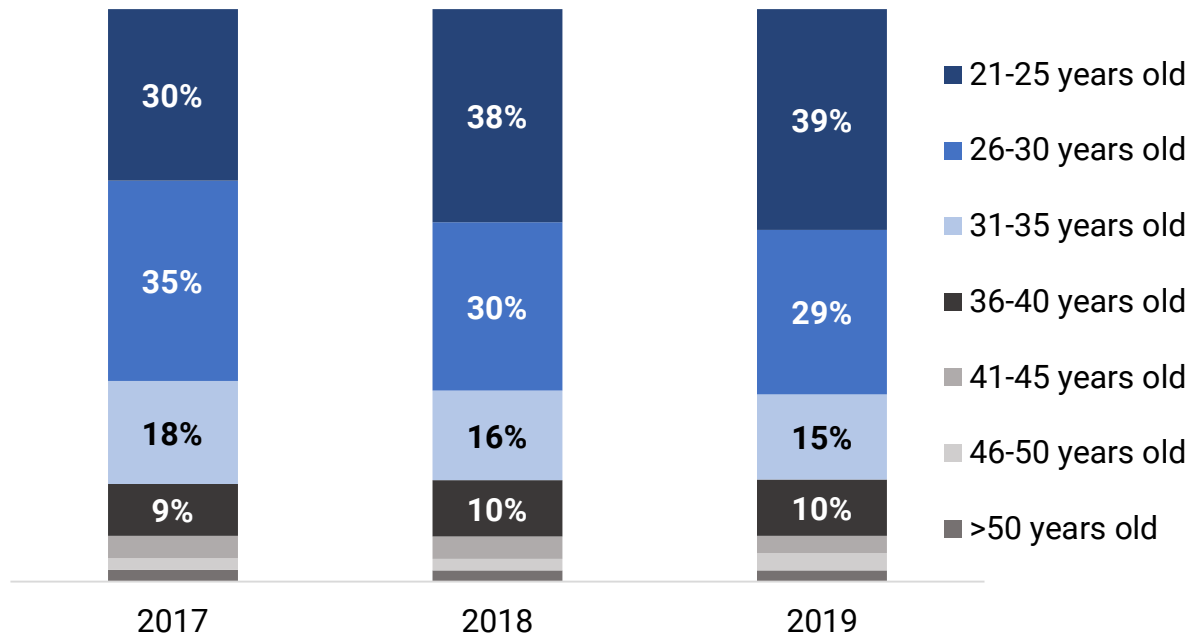




# Young men from tier-1 and 2 cities are the main consumers

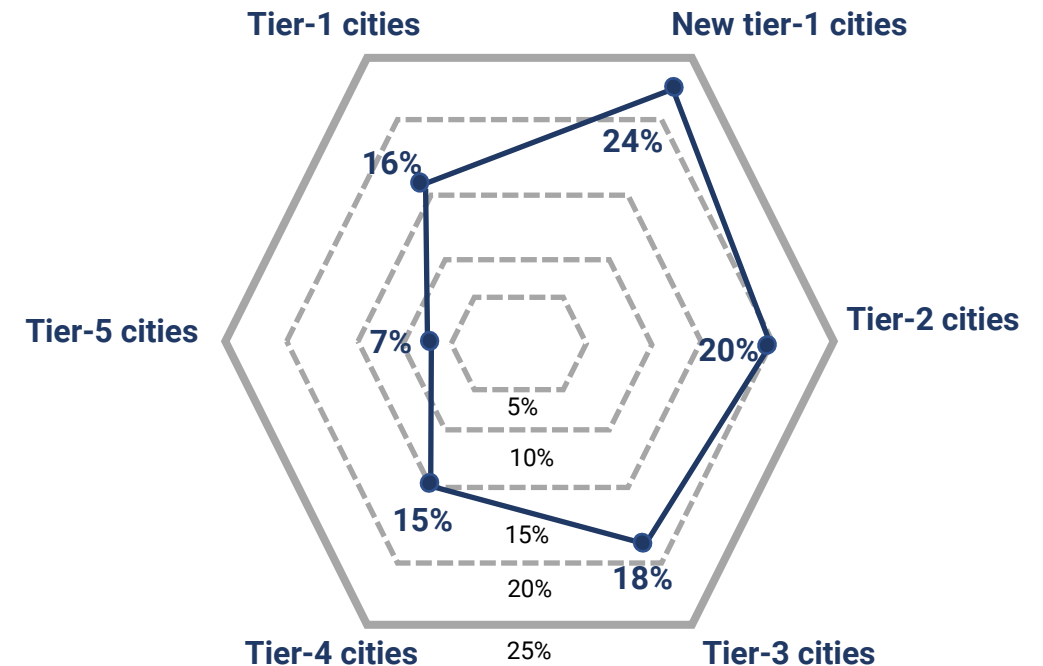
- Now most men have developed skin care habits since their college days, so young people aged 21-25 have gradually surpassed male consumers aged 26-30 and become the largest force in the online skin care market.
- Tier-1 and tier-2 cities are still the most important markets for male beauty products in China, however, lower-tier cities have large potential to grow.

Age distribution of Chinese male beauty consumers  
(2019)



Source: TalingData, designed by daxue consulting

Geographical distribution of male beauty consumers in China  
(2019)



Source: TalingData, designed by daxue consulting

# Where Chinese men first research beauty products

Consumers can easily get a large amount of beauty-related information from both online and offline channels. Live-streaming and social media are the most important channels.

## WHERE to find information about male beauty

### ONLINE

#### Search engines



#### Live-streaming

kuaishou



Douyin



#### Knowledge sharing platforms

Zhihu



#### Social media

Red



Weibo



#### E-commerce platforms



### OFFLINE

#### Friends, Physical stores



## HOW the information is delivered

### ONLINE

#### Text & visual descriptions on live-stream



#### Videos on Bilibili ("bullet subtitles" is the communication bridge between blogger and viewers)



#### Discussions

Q: "Which one is more suitable in summer for men's mixed skin, Kiehl's, Lab series or Biotherm?" on Tmall.



科颜氏, 朗仕, 碧欧泉三款男士哪个比较适合夏天的混合皮肤



5\*\*群: 买的碧欧泉 还可以

#### Product reviews



#### Word-of-Mouth, beauty assistant



Designed by daxue consulting

# What make-up products do Chinese men prefer?

- In addition to daily skin care products, male consumers are also increasingly using color makeup. The products mentioned below are almost universally accepted and considered 'must haves' for male fashionistas.
- On Tmall, men's color cosmetics are growing 89% year on year, faster than fragrances, hair care, body care and face care. This also proves that many men are enthusiastically making the jump from skincare to makeup.

## Lipstick

- **278%** year on year increase in sales for men's lipstick in 2018.
- July 2020 sales total was over **200 thousand** RMB.

## Mascara

- Male mascara's sales in July 2020 was over **890 thousand** RMB.
- It accounted for **5.4%** of the total makeup category and gained the **2<sup>nd</sup>** largest sales in July.

## BB cream

- Increase in BB cream purchases during 11/11 2018 was **249%**.
- July 2020 sales total was **13.64 million** RMB.

## Eyebrow pencils

- **214%** year on year increase in sales for men's eyebrow pencils in 2018.
- July 2020 sales total was over **547 thousand** RMB.



Source: Air Paris; Tmall.com; Alimama, designed by daxue consulting



# Social listening: Light makeup is popular among Chinese men

- Men's specialty makeup on the market is more basic, such as foundation, concealer, and eyebrow pencils
- Most men's aim is to look more sophisticated and do not desire exaggerated looks.



“

质地轻薄，不假白。毫无妆感的伪素颜，超级日然  
Light texture, not fake white. Looks like original appearance, supernatural!



“

男生画眉是给自己的精神面貌加分的一项，使整个妆容看起来更加完整  
The men's eyebrow pencil is one must-have to improve your mental outlook, and makes the whole aesthetic look more complete.

“

涂唇膏通常是男生化妆的最后一步。不需要颜色鲜艳的口红，涂个自然色唇膏就可以出门了  
In men's makeup, the usual final step is lipstick. You don't need a bright colored lipstick, wear a natural color and you're good to go!



“

无论什么季节，都要涂防晒。紫外线对皮肤的伤害很大，会加速衰老  
No matter what season, it is necessary to apply sunscreen. UV rays are very damaging to the skin and can accelerate aging

#男士化妆需要什么#what do men need for makeup

#男士化妆入门#Introduction to men's makeup

#男士淡妆画法#Male light makeup

#男士改造计划#Men makeover program



Source: Sample of Xiaohongshu post 2020

# Social listening: Waterproof and sweatproof are key words

- Men perspire more than women, hence men's makeup products need to last through sweat.
- Many men partake in outdoor work or activities, and the outdoor environments are more likely to lead to oil secretion and sweat than indoor environments.



质地顺滑不结块，防水防汗，游泳也没有问题

The texture is smooth and clump-free, waterproof and sweatproof, it will not melt or drip even when swimming



我的皮肤属于油性，正好这款有控油功效。即使出了很多，防水能力也很强  
My skin is oily, and this foundation has a special oil control effect. Even when I sweat a lot, it is still waterproof!



**#防水防汗#Waterproof and sweatproof**

**#一天下来也不脱妆#Makeup stays on all day**

**#时刻保持无暇肌肤#Always keep flawless skin**



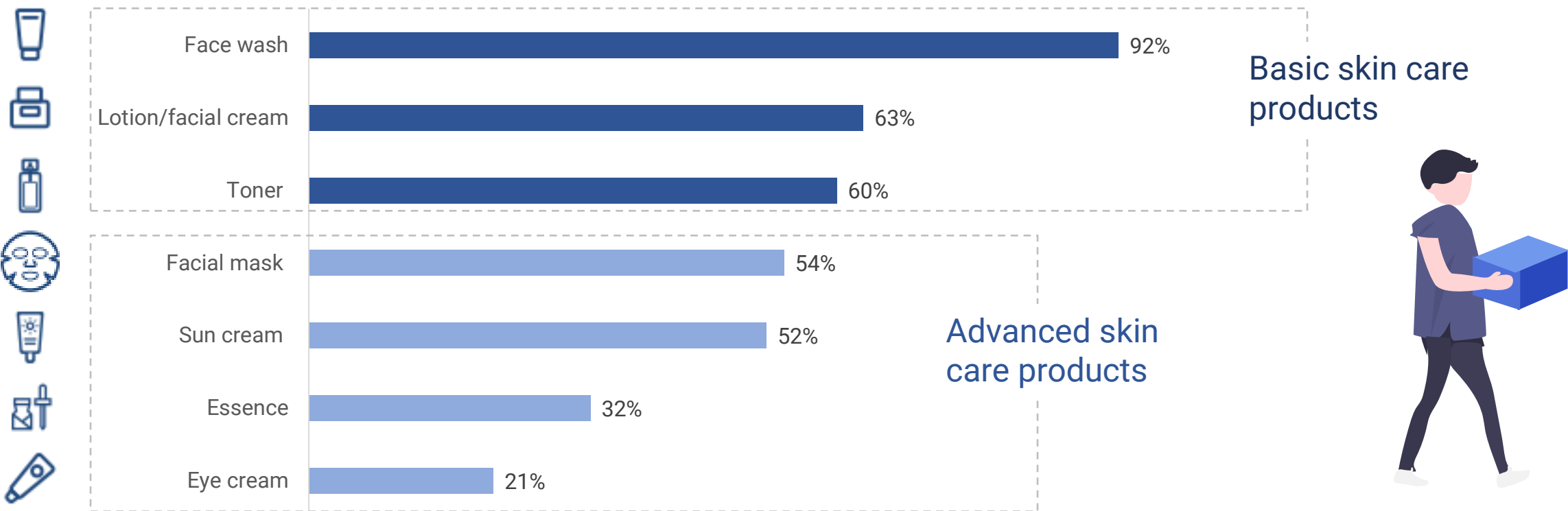
Source: Sample of Xiaohongshu post 2020

# Male skin care consumers focus on basic products

Many men use basic skincare products, hence advanced products have low market penetration. However, this means there is a big development space in advanced categories.

The proportion of Chinese men use skin care products

(Survey of Chinese male skin care products consumers, 2019)



Source: CBNDATA survey data, August 2019, designed by daxue consulting



# Social listening: Chinese men prefer skin care sets rather than individual items

- Unlike female consumers who prefer to mix and match their own skincare products, male consumers prefer skincare sets.
- Many brands have launched men's skincare sets, which usually include basic skincare products such as face wash, toner, and lotion.



“对大多数男性而言，品牌的套装系列可以跟随品牌的建议步骤整套使用，简单直接。  
For most men, the brand's kits are simple and straightforward to use by following the brand's recommended steps.

“打开淘宝搜索“男士护肤”，销量最好的产品都是护肤套装。  
When searching for “men's skincare” on Taobao.com, the top selling products are all skincare sets



“洗面奶能够深层清洁，控油效果也不错，用完后不紧绷。水乳的成分温和，含有植物精华采用的是无油配方，油皮也可以使用，平衡油脂很不错  
The cleanser cleans deeply and controls oil well, and it does not make the skin feel tight after use.  
It's also a great way to balance oil secretion.

#男士护肤品套装#Men's skin care set  
#洁面爽肤水乳液#face wash, toner and lotion  
#护肤三部曲#Skin care trilogy  
#清爽控油#Freshening and oil controlled



Source: Sample of Xiaohongshu post 2020

3

## How brands reach Chinese male beauty consumers





# Comparing Western and Chinese brands' marketing strategies

The marketing efforts of foreign or domestic brands are spread through multiple activities and platforms, but foreign brands use more co-branding and sponsorships.

	Brand \ Strategy	Co-branding	KOL marketing	E-commerce	Direct-sales	Sponsorships
Foreign brands	L'Oréal Paris	Cooperated with Tencent's game <i>WeFire</i> (全民突击) and launched one million collaborative skin care sets	KOLs promote products on Douyin, Weibo, bilibili and Xiaohongshu	Established official stores on Taobao, Tmall, JD and Weipinhui	Established brand flagship store and counters in shopping malls	The Tencent game <i>Heroes Season</i> exclusively titled by L'Oréal Men's Expert. Season's games includes <i>WeFire</i> (全民突击) and <i>Crossfire: Gunslinger</i> (穿越火线: 枪战王者)
	Nivea	Teamed up with Tencent's game, <i>Glory of Kings</i> (王者荣耀) to launch limited-edition skincare products.	KOLs promote products on Douyin, bilibili, Xiaohongshu	Products are available on Taobao, Tmall, JD and Weipinhui	Not a key strategy	Partnered with world-famous football clubs - Real Madrid, AC Milan, Paris Saint-Germain and Liverpool.
	LAB SERIES	Not a key strategy	KOLs promote products on Douyin	Consumers can use Taobao, Tmall, JD and Weipinhui to place orders	Not a key strategy	The titled sponsor of IG eSports Club, which is the <i>League of Legends</i> (英雄联盟) Division
	BIOtherm	Teamed up with Discovery TV to produce a documentary for China's first ascent of Mount Everest and launch a limited edition 'Tribute' gift box.	KOLs promote products on Douyin, Weibo, bilibili and Xiaohongshu	Products are available on Taobao, Tmall, JD and Kaola	Established brand flagship store and counters in shopping malls	Sponsor variety show <i>Flower Road</i> (青春的花路), provided skincare products for participants
Chinese brands	JVR	Not a key strategy	KOLs promote products on Douyin, bilibili, Xiaohongshu	Established official stores on Taobao, Tmall, JD and Weipinhui	Not a key strategy	Not a key strategy
	BOSSDUN.MEN	Not a key strategy	KOLs promote products on Douyin	Products are available on Taobao, Tmall and JD	Not a key strategy	Not a key strategy
	GF	GF collaborates with digital Chinese artist Zhang Wang (张旺) to launch new packaging	KOLs promote products on Douyin	Consumers can use WeChat and Xiaohongshu to place orders	Established brand flagship store and counters in shopping malls	Not a key strategy



# L'Oréal men's skin care line has many diverse products

L'Oréal's diversified male skin care products have won the trust of most Chinese consumers. The brand has a good understanding of young Chinese consumers, it uses millennial and gen-z male celebrities, high-end design and packaging.

“欧莱雅刚刚官宣我喜欢的小可爱王嘉尔为代言人，所以赶快get了同款。  
L'Oreal just announced that Wang Jiaer (a Chinese idol) is the spokesperson, so I bought the same to match him.



“这款洗面奶泡沫绵密，清洁效果不错。  
This facial cleanser has dense foam and a good cleansing effect.

“欧莱雅爽肤水硬朗的玻璃瓶包装很高级，就冲外观设计和包装也值得买。  
The tough glass bottle packaging of L'Oreal toner is very advanced, it's worth buying even just for the design and packaging.



L'ORÉAL  
PARIS

“欧莱雅定型喷雾的持久效果非常好，也是我用过所有持久喷雾里最容易清洗的。  
The long-lasting effect of L'Oreal styling hair spray is very good, and it is also the easiest to clean of all the long-lasting hair sprays I have used.

**#欧莱雅 #L'oreal**

**#欧莱雅洁面 #L'oreal facial cleanser**

**#欧莱雅爽肤水 #L'oreal toner**

**#欧莱雅定型喷雾 #L'oreal hair spray**



Source: Sample of Weibo & Red Posts | 2020 | CN

# L'Oréal markets to Chinese young men through all channels

The brand created a solid network of franchised stores and several online activations on most social media and shopping platforms to touch on as many Chinese young men as possible. Also, L'Oréal leveraged popular movies and video games to shorten the distance with Chinese men.

## Distribution

### Online



### Offline

Offline brand stores



Department stores  
and hypermarkets



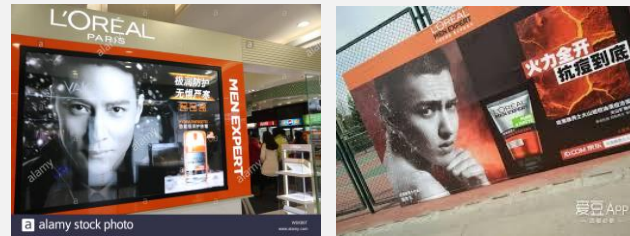
Cosmetic chains



## Promotion

### Offline

#### Posters & Billboards ads



#### Offline events



"L'Oréal, for the future":  
public service  
exhibitions for  
sustainable  
development  
in Shanghai.  
(July 2020)

### Online

#### KOL live streaming

Beauty KOL  
Jiaqi Li's live-stream:  
L'Oréal facial cream

 772,000 Likes  
(August 2019)



#### Co-branding advertising



Cooperating with  
Tencent's game  
WeFire (全民突击)  
and launched one  
million collaborative  
skin care sets

# Nivea has a positive reputation in China as a foreign brand

Consumers believe that Nivea can effectively maintain skin stability.



这套男士抗痘系列搭配使用了5天左右，男友脸上的痘痘肉眼可见的瘪了，早前的痘印也慢慢变淡，效果真的非常不错。  
After using this men's anti-acne skin care set for about 5 days, the acnes on my boyfriend's face disappeared and the earlier acne marks gradually faded. The effect of this series is super good.



Source: Sample of Weibo & Red Posts | 2020 | CN



妮维雅润肤霜质地很润，吸收快，携带也很方便，闻上去香香的。  
Nivea moisturizer has a very moist texture, quick absorption, it's easy to carry, and has a nice fragrant.



妮维雅真的很适合痘肌男生，清爽不油腻而且对痘痘消退有明显效果。  
Nivea is really suitable for boys with acne. It is refreshing and non-greasy with a significant effect on acne reduction.

#妮维雅 #Nivea

#妮维雅抗痘 #Nivea anti-acne

#妮维雅润肤霜 #Nivea moisturizer

#妮维雅防晒 #Nivea sunscreen





# Nivea has built a trendy and young brand image

Nivea has a good understanding of young Chinese men, the brand launched skin care products targets their problems, such as face cream for those who stay up late. It also frequently leverages KOLs and celebrities who are very popular among young men for brand rejuvenation.

## Distribution

### Online



### Offline

Counters in shopping malls and supermarkets

Cosmetic chains



## Promotion

### Offline

#### Pop-up stores



Nivea pop-up store in Shanghai, July 2019.

#### Fan meeting



Nivea organized fan meeting of brand spokesman and popular young actor Bai Yu (白宇) in Shanghai. Meanwhile, it released 20,000 Bai Yu's customized vitality gift box in JD; 2,000 sets sold in 3 mins.

### Online

#### KOL marketing

Beauty KOL Fu Peng (付鹏) promoted Nivea's gift box on Weibo on the Chinese valentine's day and sent out 777 blind boxes as gift for fans .



#### Co-branding advertising



Cooperating with Durex to launch online ads promoting new products.

Source: Sample of Weibo & Xiaohongshu Posts

# LAB SERIES is a well-known high-end skincare brand

The sub-brand of Estee Lauder with good reputation, high quality and simple design.



“这是我用过最好用的洁面。里面还有细小的磨砂颗粒，可以去黑头。

It's the best cleanser I've ever used. It also has tiny scrubbing particles in it to remove blackheads.

“泡泡细腻丰富，上脸也舒服，洗完脸后不太会出油，皮肤也不会紧绷，干净又清爽。

The bubbles are creamy and rich, and it goes on comfortably. After washing, it is less oily and skin doesn't get tight, feeling clean and fresh.



“爽肤水有一股淡淡的茶香味，有保湿和抗氧化的作用。乳液补水效果很不错，清爽不油腻。The toner has a light tea scent and has moisturizing and antioxidant properties. The lotion is very hydrating and refreshing without being greasy!

**LAB  
SERIES**  
SKINCARE FOR MEN

“朗仕是雅诗兰黛集团旗下的品牌，也是我护肤的启蒙品牌。我记得我高中结束那年，姐姐就送了我一套朗仕的护肤品套装作为礼物。LAB SERIES is an Estee Lauder Group brand that inspired my skincare routine. I remember in the year I finished high school. My sister gave me a LAB SERIES skincare set as a gift.

**朗仕#LAB SERIES**

**#朗仕洁面#LAB SERIES facial cleanser**

**#朗仕水和乳液#LAB SERIES facial toner and lotion**

**#朗仕精华#LAB SERIES essence**



Source: Sample of Weibo and Red Posts | 2020 | CN

# LAB SERIES engages with China's male consumers through interests

As one of the representatives high-end brands in male beauty with a 33 year history, LAB SERIES is more demanding in choosing online and offline agents and being pro-active at engaging with consumers in different fields.

## Distribution

### Online



### Offline

Cosmetics chains  
(No independent counter, Sephora is the only offline exclusive distributor)



## Promotion

### Offline

#### Sponsored sports competition

Official male skincare partner of L'ÉTAPE CRITÉRIUM(环法中国赛). Five riders from different industries have created the "LAB SERIES Style Riding Team".



#### Offline events



LAB SERIES participated in the International Clothing Week & Fashion Art Exhibition in K11 Shanghai Mall.

### Online

#### KOL Live-stream

Inviting the founder of SENZA MUSIC and Chief of Shanghai Rainbow Chamber Orchestra @陈弘达Homda join to LAB SERIES live-stream to share skincare experiences with his fans.



#### Sponsored eSports

Titled sponsored the winner of the League of Legends (英雄联盟) S8 Season Global Finals Champion – IG eSports Club.





# BIOHERM is well known for its gentle skincare products

The gentle formula and high-end packaging design of Biotherm's products are the main drivers of its good sales among Chinese young men (20-30 years old).



“碧欧泉男士水动力三步曲套装，包装很高大上很适合送人。适合18-30岁的男士。以温和的成份为口碑，性价比也很高。The packaging of BIOHERM AQUA POWER Three-Step set is a good choice as gift for friends and others. It is suitable for aged 18-30. With a reputation for gentle ingredients and effective cost.



“清洗脏污皮脂，还原清爽洁净肤质，同时温和代谢表皮粗糙暗沉角质，舒缓保养肌肤，为后续保养做好准备。Cleanses away impurities and sebum, leaving skin fresh and clean, while gently metabolizing rough, dull corners of the epidermis, soothing the skin and preparing it for subsequent treatments.

“淡绿色的凝胶状质地，遇水后会起微量的泡沫，成份非常温和。A light green gel. When it applies water, the foam is slight; the formula is very mild.



**BIOHERM**  
碧欧泉

“欧莱雅集团的一份子，碧欧泉所以的产品均含有独特的矿泉活细胞因子Life Plankton™活源精粹。A role of L'Oréal group, BIOHERM's products all contain the unique Life Plankton™, a revitalizing cytokine from the mineral springs.

**#碧欧泉#BIOHERM**

**#碧欧泉洗面奶#BIOHERM facial cleanser**

**#碧欧泉护肤套装#BIOHERM skincare set**

**#碧欧泉水乳#BIOHERM toner and lotion**



Source: Sample of Weibo and Red Posts | 2020 | CN

# BIOThERM markets to young Chinese men's identification in term of value

BIOThERM has a good understanding of 20-30 years old Chinese men and keeps pace of their interests, such as travel (through duty-free shops), e-sports, escape rooms, documentary TV shows.

## Distribution

### Online

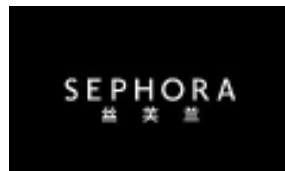


### Offline

Offline brand stores and counters



Cosmetic chains



## Promotion

### Offline

#### Pop-up store



BIOThERM pop-up store in Sanya International Duty-Free City.

September 2019

#### Offline events



August 8, 2020

Cooperating with Tmall Club to held "Invisible Aging" Escape Room in Shanghai IFC, which gathered thousands of city dwellers to visit.

### Online

#### E-sports sponsorship



BIOThERM sponsored the participating team of LOL PRO LEAGUE (英雄联盟职业联赛)- xFPX team in 2019.

#### Co-branding advertising



Teamed up with Discovery TV to produce a documentary for China's first ascent of Mount Everest and launch a limited edition 'Tribute' gift set.

# BOSSDUN.MEN is well-known in China for its facial masks

Always keeps the pace of the youth fashion and is famous for its black-and-white packing design, which is easy to carry and use.



“

这款洗面奶含有保湿力很强的透明质酸和美白成分维他命C。容量有160 克，才69毛爷爷！

This cleanser contains moisturizing hyaluronic acid and whitening ingredient vitamin C. It is 160 grams volume, but only 69 RMB!



“

这款面膜中含有小金箔，有一种莫名的高级感。他们家主打的功效：补水和收缩毛孔尤其突出，隔天起来都能容光焕发！

The mask contains tiny gold foils that looks high class. The main effects of their brand are hydration and pore constriction, which has an outstanding effect. My skin looks radiant on the next day!

**波斯顿**<sup>®</sup>  
**BOSSDUN.MEN**  
专业男士护理品牌

“

波斯顿男士护理品牌最好的产品之一就是罐装睡眠面膜，符合“懒人护肤”的需求。One of the best products of male skin care brand BOSSDUN.MEN is the canned sleeping facial mask, which matches the needs of “lazy skin care”.

**#波斯顿#BOSSDUN.MEN**

**#波斯顿睡眠保湿面膜# BOSSDUN.MEN sleeping moisturizing mask**

**#波斯顿美白洗面奶# BOSSDUN.MEN facial whitening cleanser**



Source: Sample of Weibo and Red Posts | 2020 | CN



# BOSSDUN.MEN: Online is the core development

BOSSDUN.MEN mainly focuses on online promotion, the brand's advertising and products design have catered to the aesthetic of 20-40 years old Chinese men: manly, healthy and energetic.

## Distribution

### Online



### Offline



## Promotion

### Online

### BOSSDUN.MEN puts more emphasis on online promotion

#### Lottery draw



Lottery activity for Father's Day on Weibo official account.  
Prize: "Sorry" (it is a pun)  
Men's Sunscreen. (June 2019)

Lottery before the Chinese Valentine's Day on Weibo official account.  
Prize: "Last, Caution" Perfume and Fairwhale Lovers' T-shirt. (July 2019)



#### Online ads



#### Ads on bilibili

Sharing skincare knowledge and release new product information on WeChat.



# GF was the first Chinese male beauty brand in the market

Products with comprehensive effects are the main sales point for GF.



这款面膜功效很全面，很适合油性肌肤使用，能有效改善出油问题。面膜中添加了大量的竹炭和矿物质精华，能够同时吸附毛孔污垢，滋润肌肤。  
This efficacy of this mask is comprehensive and is great for oily skin to improve oil problems. The mask is enriched with a large amount of bamboo charcoal and mineral extracts, which can simultaneously absorb dirt from pores while moisturizing.

十年前对国际品牌知之甚少，对男士香水更是没有研究，路过专柜，闻到古龙水的香味比较喜欢就收了。十年来，这个香味从没有变过。今年618有活动，一下就入了两瓶。味道不输大牌

Ten years ago, I knew less about international brands and male perfume. When walked by the GF counter and smelled the cologne scent, I like it and bought one. In the past ten years, the fragrance scent never changed. In this year's 618 shopping festival, I bought two bottles of this perfume. The scent is not any worse than the big famous brands!



诞生于1992年，拥有超过二十年的品牌历史。明星产品有密集抗皱精华，多重功效亮白乳液和聚能醒肤乳液。

The brand started in 1992, it has more than 20 years history. The star products includes intensive anti-wrinkle essence, multi-effect skin brightening lotion and awakening skin lotion.

#高夫#GF

#高夫乳液#GF facial mask

#高夫香水#GF perfume

#高夫洗发露#GF hair shampoo



Source: Sample of Weibo and Red Posts | 2020 | CN



# GF targets young Chinese men through their interests & hobbies

As the first domestic men's skincare brand in China, GF reaches 20-30-year-old Chinese men based on their interests, such as literary and art youth and sports enthusiasts.

## Distribution

### Online



### Offline

Offline brand stores



Counters in shopping malls and supermarkets



Cosmetic chains



## Promotion

### Offline

GF collaborates with Chinese artist Zhang Wang (张旺) for brand publicity and launch new packaging



### Offline events

Cooperating with NPC to improve Chinese male personal care awareness.



### Online

#### Co-branding ads

GF joined hands with Microsoft Xbox to launch "Gough Xbox Co-branded Customized Sets" to warm up for 11-11 Shopping festival.



#### Online advertising



GF released the online advertising video with the topic: "literary youth" (文艺青年) and received millions of views. The video targeted young Chinese men who love literature and art.



# JVR: A Chinese mass brand focuses on affordable skincare products

JVR gained a group of loyal users in China by its reasonable price and rapid effects.

“这款防晒是专门针对男士设计的，防汗防水的配方，质地特别水润，用完后完全没有惨白和闷皮的情况。  
This sunscreen is designed for men, with a sweatproof and waterproof formula. The texture is extremely hydrating, and there is no miserable white or stuffy skin at all after applying.



“发胶喷出来的是那种非常细密的喷雾，喷地特别均匀，干地也很快，还特别持久！  
The hairspray comes out evenly in fine particles, it dries quickly, and lasts extra long!

**JVR® 杰威尔**

“品牌继承了英格兰皮肤学家Jack Wilson研发的男士护肤品科技，为不同的肤质打造了不一样的产品。  
The brand uses the technology developed by Jack Wilson, an English dermatologist, to create different products for a variety of skin types.

**#杰威尔#JVR**

**#杰威尔防晒#JVR sunscreen**

**#杰威尔定型喷雾#JVR hair spray**

**#杰威尔洗面奶#JVR facial cleanser**



Source: Sample of Weibo and Red Posts | 2020 | CN

# JVR partners with hip and popular TV shows

JVR has wide online and offline distribution and frequently collaborates with TV shows for promotions because the customers are relatively young (among the brand's customers on Tmall, 90% are 18-29), making use of idols' traffic to increase visibility.

## Distribution

### Online



### Offline

Department stores  
and hypermarkets



Cosmetic chains



## Promotion

### Offline

#### Mass-election show



Pioneering the industry with the "Style Men's Gala" 《型男风尚盛典》.

#### Blind box in vending



Cooperating with vending machine company MR. WISH in *Lucky Box* project.

### Online

#### TV ads and spots



The strategic partnership with MTV, exclusive title of "JVR MTV Paradise Village" 《杰威尔MTV天籁村》.

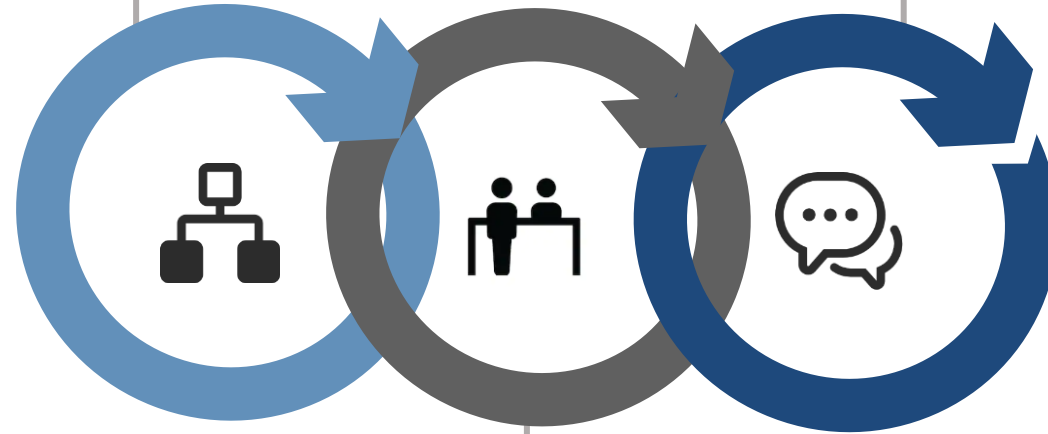


Exclusive title of Anhui TVs "Fashion Man Group" 《时尚男人帮》.

# Marketing strategies commonly-used by male beauty brands in China

## A multi-channel approach

- Building both online and offline distribution channels, including self-operated stores (offline and online) and third-party platforms.
- Male beauty brands frequently use product placements on Chinese TV shows and Internet dramas to quickly interact with audience.



## Leverage social media to get Chinese consumers' insights

Enhance communication with consumers based on their comments on the Chinese social media (such as Red and Weibo), which can have a good understanding of consumer characteristics, the consumption level and SKU preference.

## Leveraging hobbies and interest groups

Chinese men between 20-30 years old have been the main consumers of male beauty products, many male beauty brands try to adapt to their needs in different fields, such as young men who stay up late, who sports fans and literary youth. Therefore, co-branding strategy has been used more and more frequently.



4

# What influences China's male beauty consumers



# Leverage cultural zones among Chinese men

Sponsorships in cultural zones such as sports, e-sports, and literary youth, increase brand awareness

## Collaborations with champions



- Using "master" as the keyword, invite two leaders Xie Zhenye (a Chinese sprinter) and Weixiao (a world-class esports player), as celebrity endorsements. Using their spirit and traffic to create the impression that "all experts are using GF".
- Meanwhile, inviting more masters of multiple cultural areas (hip-hop, street dance) to expand the audience coverage. Through the live-stream, Weibo, WeChat, short video, and other forms of interaction, to bring goods and promote sales.

## Sponsor a game



- In May 2016, L'Oréal sponsored Tencent's video game "Hero Season". The two companies have launched a series of in-depth cooperation from video game design to product output, which attracted much traffic from beauty consumers and video game players.
- Both companies have a large number of young male users. L'Oréal Men's brand tone, which is full of masculinity and fashion sense, also echoes Tencent's cool game style.



# Showing the benefits of male beauty products

Promoting male beauty products by capturing their practical and psychological needs.

Men also want to look attractive and put-together, especially for occasions like dates, weddings, and interviews.

Keywords like “Female validation”, “performance/confidence” and “convenience” can drive Chinese men to purchase beauty products.

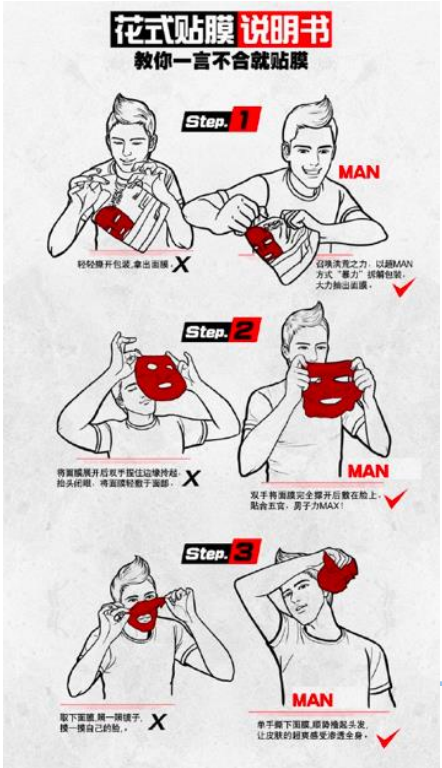


In dating, men may feel ashamed about their rough appearances because it is possible to ruin their first impression from women.

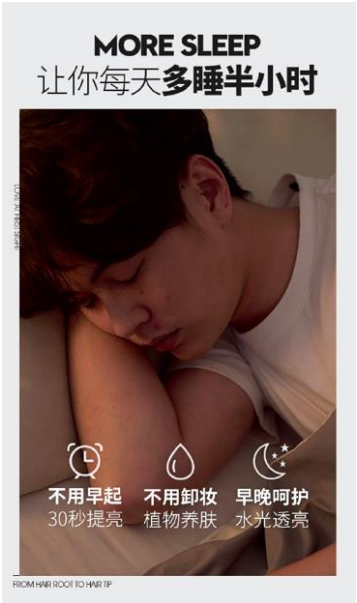
To target lackluster skin and fine lines around the eyes, the male beauty brand Man Codes (左颜右色) launched a BB cream for skin whitening.



Source: Kuaishou



Source: Taobao



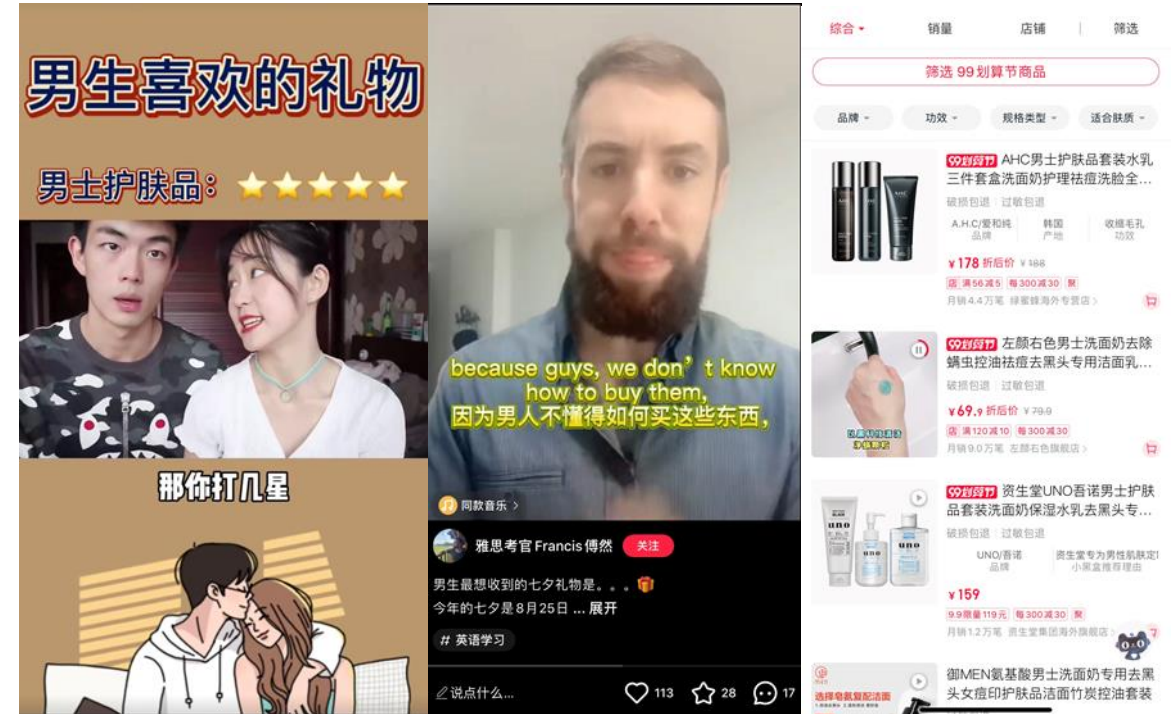
It is hard for the men who are busy at work to spend much time on skincare every day.

Therefore, L'Oréal promoted its multi-purpose facial masks around the theme of convenience to attract urban male white-collar workers.



# Romantic topics drive Chinese women to buy male beauty products

- Gifts are always a discussion point online, and beauty products are a popular category.
- Women consider high-end brand gift box or fine packing to be a good choice for men.



- Many male Xiaohongshu bloggers consider skin care sets to be a good gift because they do not know how to buy them.
- On Tmall, male skin care sets always have excellent sales performance (Sept 2020).

Source: Sample of Red and Douyin Posts, and Tmall | 2020 | CN

# Key takeaways



# Key takeaways



## Seek opportunity in KOL live-streaming and Weibo hot topics

KOL live-streaming is welcomed by Chinese beauty consumers, both male and female. Brands should keep working on live streaming and private traffic marketing, and integrate them well with overall digital marketing ecosystem and offline business. At the meantime, some brands tend to build hot topics about male beauty on Weibo, which is also engaging for consumers.



## Be a source of information for men's cosmetic usage

In Chinese traditional culture, men don't wear makeup or use skincare products. However, many Chinese men now attribute a lack of success due to appearance. Therefore, many Chinese men who are interested in using cosmetics to improve their appearance are starting from having very little knowledge on how to use products, and which to choose.



## Lay more emphasis on skincare and basic makeup products

Skincare products are becoming a standard among young Chinese men, while makeup is still less commonly used. Most male makeup consumers are seeking the basics to achieve a polished, yet natural look, but do not experiment much with colors.



## The rise domestic brands led to more intense competition

Large international brands, such as L'Oreal and Nivea, are still the top selling beauty brands in China's male beauty market. However, some Chinese domestic brands are rapidly expanding their influence in the market by precise marketing to Chinese young men.



# ABOUT

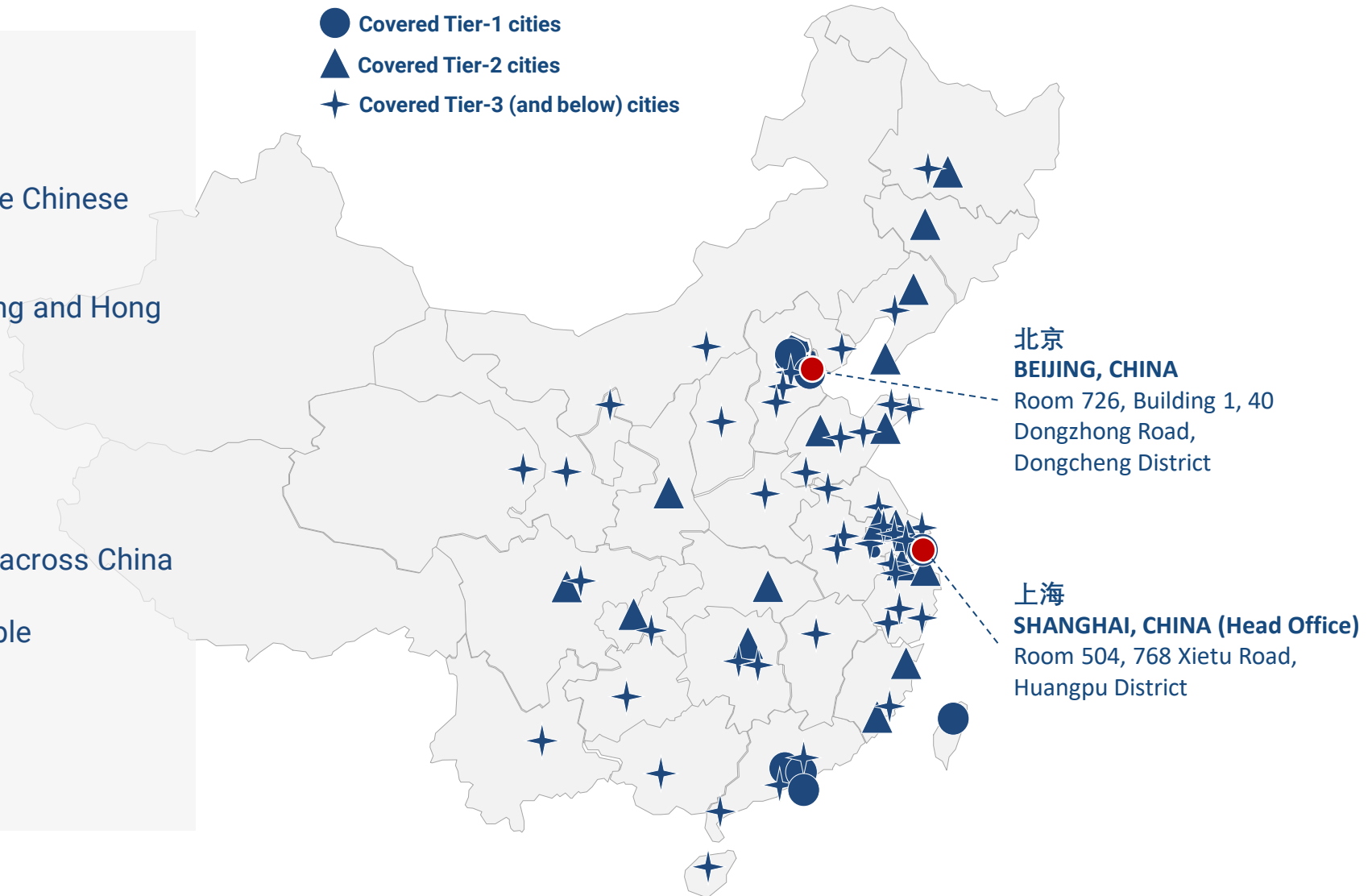


# Who we are

Your Market Research Company in China

## We are **daxue consulting**:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world



# The strengths of Daxue Consulting

6 crucial competitive advantages



## 1. Localized & Creative 创造和本土

- ✓ Our team has an international background, leveraging the best of both worlds
- ✓ **Teams are tailor-made** depending on the projects
- ✓ **One client = one dedicated team**

## 3. We manage from A to Z 内部

- ✓ daxue consulting **does not outsource its services**. We manage our own assistants and use directly technological tools.
- ✓ We have a **deep understanding on the fieldwork** and the context within which data was collected.

## 5. Innovative 创新

- ✓ **Constant on the look** for new research tools and methodologies
- ✓ Our goal is to **combine traditional methodologies** with the latest tech tools

## 2. Responsive & Flexible 负责和灵活

- ✓ At all levels at daxue consulting, daxue is creating an environment where **freedom and responsibility** go together.
- ✓ **daxue consulting** has a commitment to **answer emails within a day**. We are result-oriented and do not count our time to accomplish our tasks.
- ✓ **Regular reports** with our clients in order to make sure we reach the goal expected from our clients.

## 4. Actionable recommendations 可行建议

- ✓ We **care about results** and design our research in order to be operational.
- ✓ We are **driven by metrics** such as customer acquisition costs, business plan KPIs, P&L optimization.

## 6. Professional 专业

- ✓ **Our methodologies are rigorous and serious**, taking information from the best practice in the world of consulting and research.
- ✓ **Demanding on the results, detail-oriented, respectful towards our commitments.**



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ASSESSMENT  
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STRATEGY  
市场进入



MARKET ENTRY  
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消费者旅程



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## Examples of references



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