# China Skin care Industry Production & Marketing and Investment Forecast Report, 2013-2017

# 目 录

#### **CONTENTS**

# Chapter 1: Development Overview of China Skincare Industry

- 1.1 Definition and Classification of Skincare Industry
  - 1.1.1 Industry Concept and Definition
  - 1.1.2 Major Industry Products
  - 1.1.3 Importance of the Industry in National Economy

#### 1.2 Statistical Standards of Skincare Industry

- 1.2.1 Statistical Department and Coverage of Skincare Industry
- 1.2.2 Statistical Methods of Skincare Industry
- 1.2.3 Data Category of Skincare Industry

#### 1.3 Industrial Chain of Skincare Industry

- 1.3.1 Up/down-stream Industrial Chain Brief of Skincare Industry
- 1.3.2 Major Downstream Industries of Skincare Industry
  - (1) Beauty Industry
  - (2) Consumer Group
- 1.3.3 Major Upstream Industry of Skincare Industry
  - (1) Packing Industry
  - (2) Flavor and Fragrance

#### Chapter 2: Development of Skincare Industry

#### 2.1 Development of China Skincare Industry

- 2.1.1 Development Overview of China Skincare Industry
- 2.1.2 Major Development Characteristics of China Skincare Industry
  - (1) Cosmeceutical Channel Accelerated the Growth Pace
  - (2) Competitive Edge of Group Enterprises will be Further Improved
  - (3) Male Cosmetics Market Segmentation in the near Future
- 2.1.3 Management of 2011 Skincare Industry
  - (1) Operational Benefit of 2011 Skincare Industry
  - (2) Profitability of 2011 Skincare Industry
  - (3) Operational Capability of 2011 Skincare Industry
  - (4) Debt-paying Capability of 2011 Skincare Industry
  - (5) Development Capability of 2011 Skincare Industry

#### 2.2 Economic Index of Skincare Industry

- 2.2.1 Major Influencing Factors of Economic Benefit to Skincare Industry
  - (1) Market Demand
  - (2) Technology Content
  - (3) Enterprise's Capital Scale
  - (4) Brand Awareness
- 2.2.2 Economic Index of 2010-2011 Skincare Industry
- 2.2.3 Economic Index of 2010-2011 Enterprises of different Scale
- $2.\,2.\,4$  Economic Index of 2010-2011 Enterprises of different Natures
- 2.2.5 Economic Index of 2010-2011 Enterprises in different Areas

# 2.3 Balance between Supply and Demand of Skincare Industry

- 2.3.1 Supply of National 2010-2011Skincare Industry
  - (1) Total Output Value of National 2010-2011Skincare Industry
  - (2) Finished Products of National 2010-2011Skincare Industry
- 2.3.2 Supply of Regional 2010-2011Skincare Industry
  - (1) Top 10 Regions in the aspect of Total Output Value during 2010-2011
  - (2) Top 10 Regions in the aspect of Finished Product during 2010-2011
- 2.3.3 Demand Analysis of National 2010-2011Skincare Industry
  - (1) Sales Value of National 2010-2011Skincare Industry

- (2) Sales Revenue of National 2010-2011Skincare Industry
- 2.3.4 Demand Analysis of Regional 2010-2011Skincare Industry
  - (1) Top 10 Regions in the aspect of Sales Value during 2010-2011
  - (2) Top 10 Regions in the aspect of Sales Revenue during 2010-2011
- 2.3.5 Production and Marketing Ratio of National 2010-2011Skincare Industry

# 2.4 Import and Export Market of Skincare Industry

- 2.4.1 Export of 2010-2011 Skincare Industry
  - (1) Overall Export of 2010-2011 Skincare Industry
  - (2) Export Product Structure of 2010-2011 Skincare Industry
- 2.4.2 Import of 2010-2011 Skincare Industry
  - (1) Overall Import of 2010-2011 Skincare Industry
  - (2) Import Product Structure of 2010-2011 Skincare Industry

#### Chapter 3: Market Environment of Skincare Industry

#### 3.1 Analysis of Industry Policy Environment

- 3.1.1 Relevant Policy Trend of the Industry
- 3.1.2 Development Plan of Skincare Industry

#### 3.2 Analysis of Industry Economic Environment

- 3.2.1 Analysis of International Macro Economic Environment
  - (1) Status of International Economic Environment
  - (2) Forecast of International Macro Economy
- 3.2.2 Analysis of Domestic Macro Economic Environment
- 3.2.3 Analysis of Industrial Macro Economic Environment

#### 3.3 Analysis of Industry Consumption Demand Environment

- 3.3.1 Analysis of Industry Demand Characteristics
- 3.3.2 Analysis of Industry Demand Trend
  - (1) Plant-oriented Skincare Products would become the New Trend
  - (2) Demand of Male Skincare Product will Greatly Increases
  - (3) Concept of Functional Skincare Product will be Strengthened
  - (4) Edible Skincare Product Gradually become Popular
- 3.3.3 Analysis of Consumer Behavior of the Industry
  - (1) Irrational Consumption
  - (2) Rational Consumption

#### 3.4 Analysis of Industry Trading Environment

- 3.4.1 Development Status of Industry Trading Environment
- 3.4.2 Development Trend of Industry Trading Environment

#### Chapter 4: Market Competition of Skincare Industry

#### 4.1 Overall Competition of the Industry

# 4.2 International Market Competition of the Industry

- 4.2.1 Development of International Skincare Market
- 4.2.2 Competition of International Skincare Markets
  - (1) American Market
  - (2) British Market
  - (3) Korean Market
  - (4) Brazil Market
- 4.2.3 Development Trend of International Skincare Market
- 4.2.4 Investment Structure of Transnational Enterprises in Chinese Market
  - (1) Investment Structure of L'Oreal in Chinese Market
  - (2) Investment Structure of P&G in Chinese Market
  - (3) Investment Structure of Shiseido in Chinese Market
  - (4) Investment Structure of Avon in Chinese Market
  - (5) Investment Structure of Unilever in Chinese Market
- 4.2.5 Competition Strategy of Transnational Enterprises in China
  - (1) Competition Strategy of L'Oreal in China
  - (2) Competition Strategy of P&G in China
  - (3) Competition Strategy of Unilever in China

#### 4.3 Domestic Market Competition of the Industry

- 4.3.1 Competitive Landscape of Domestic Skincare Industry
- 4.3.2 Brand Awareness of Domestic Skincare Industry
  - (1) Brand Awareness of 2010 Skincare Industry

- (2) Brand Awareness of 2011 Skincare Industry
- 4.3.3 Market Scale of Domestic Skincare Industry
- 4.3.4 Potential Threat of Domestic Skincare Industry

#### 4.4 Investment, Merger and Reconstruction of the Industry

- 4.4.1 Investment, Merger and Reconstruction Overview of Skincare Industry
- 4.4.2 Investment, Merger and Reconstruction of International Skincare Enterprises
- 4.4.3 Investment, Merger and Reconstruction of Chinese Skincare Enterprises
- 4.4.4 Investment, Merger and Reconstruction Characteristics of Skincare Industry

### 4.5 Characteristics of Industry Enterprises of different Economic Types

- 4.5.1 Characteristics of Industry Enterprises of different Economic Types
- 4.5.2 Concentration Ratio of Industry Economic Types

# Chapter 5: Major Product Market of Skincare Industry

#### 5.1 Analysis of Cleansing Market

- 5.1.1 Market Demand of Cleansing Industry
- 5.1.2 Major Product Market of Cleansing Industry
  - (1) Cleanser
  - (2) Makeup-remover-oriented Cleansing
- 5.1.3 Major Brand Competition and Prospects of Cleansing Industry

#### 5.2 Analysis of Skin-moisture/Skincare Market

- 5.2.1 Market Demand of Skin-moisture/Skincare Industry
- 5.2.2 Major Product Markets of Skin-moisture/Skincare Industry
  - (1) Moisture-oriented Skincare Products
  - (2) Whitening Skincare Products
  - (3) Sunscreen Skincare Products
  - (4) Anti-acne-oriented Skincare Products
  - (5) Anti-freckle-oriented Skincare Products
  - (6) Anti-wrinkle-oriented Skincare Products
- 5.2.3 Prospects of Skin-moisture/Skincare Market

#### 5.3 Analysis of Male Skincare Market

- 5.3.1 Market Demand of Male Skincare Industry
- 5.3.2 Major Products of Male Skincare Industry
- 5.3.3 Brand Competitive Landscape of Male Skincare Industry
- 5.3.4 Market Prospects of Male Skincare Industry

# 5.4 Analysis of other Skincare Markets

- 5.4.1 Market Demand of other Skincare Industries
- 5.4.2 Major Product Market of other Skincare Industries
  - (1) Hand-care Products
  - (2) Body-care Products
  - (3) Lip-care Products
  - (4) Eye-care Skincare Products

# 5.5 Major Product Demand of Skincare Industry

- 5.5.1 Focus on Product Category of Skincare Industry
  - (1) Focus on Product Category of 2010 Skincare Industry
  - (2) Focus on Product Category of 2011 Skincare Industry
- 5.5.2 Focus on Products of Skincare Industry
  - (1) Focus on Products of 2010 Skincare Industry
  - (2) Focus on Products of 2011 Skincare Industry

#### Chapter 6: Major Regional Markets of China Skincare Industry

# 6.1 Overall Regional Structures and Characteristics of the Industry

- 6.1.1 Overall Regional Structures and Characteristics of the Industry
- 6.1.2 Regional Concentration Ratio of the Industry
- 6.1.3 Regional Distribution Characteristics of the Industry
- 6.1.4 Regional Distribution of Industry Scale Index
- 6.1.5 Regional Distribution of Industry Benefit Index
- 6.1.6 Regional Distribution of Industry Enterprises' Amount

#### 6.2 Development Analysis and Forecast of Skincare Industry in Guangdong

- 6.2.1 Development Plan and Supporting Facilities of Skincare Industry in Guangdong
- 6.2.2 Position Change of Skincare Industry in Guangdong
- 6.2.3 Economic Operation of Skincare Industry in Guangdong

- 6.2.4 Development Trend Forecast of Skincare Industry in Guangdong
- 6.3 Development Analysis and Forecast of Skincare Industry in Zhejiang
  - 6.3.1 Development Plan and Supporting Facilities of Skincare Industry in Zhejiang
  - 6.3.2 Position Change of Skincare Industry in Zhejiang
  - 6.3.3 Economic Operation of Skincare Industry in Zhejiang
  - 6.3.4 Development Trend Forecast of Skincare Industry in Zhejiang

#### 6.4 Development Analysis and Forecast of Skincare Industry in Shanghai

- 6.4.1 Development Plan and Supporting Facilities of Skincare Industry in Shanghai
- 6.4.2 Position Change of Skincare Industry in Shanghai
- 6.4.3 Economic Operation of Skincare Industry in Shanghai
- 6.4.4 Development Trend Forecast of Skincare Industry in Shanghai

# 6.5 Development Analysis and Forecast of Skincare Industry in Jiangsu

- 6.5.1 Development Plan and Supporting Facilities of Skincare Industry in Jiangsu
- 6.5.2 Position Change of Skincare Industry in Jiangsu
- 6.5.3 Economic Operation of Skincare Industry in Jiangsu
- 6.5.4 Development Trend Forecast of Skincare Industry in Jiangsu

#### 6.6 Development Analysis and Forecast of Skincare Industry in Fujian

- 6.6.1 Development Plan and Supporting Facilities of Skincare Industry in Fujian
- 6.6.2 Position Change of Skincare Industry in Fujian
- 6.6.3 Economic Operation of Skincare Industry in Fujian
- 6.6.4 Development Trend Forecast of Skincare Industry in Fujian

#### 6.7 Development Analysis and Forecast of Skincare Industry in Beijing

- 6.7.1 Development Plan and Supporting Facilities of Skincare Industry in Beijing
- 6.7.2 Position Change of Skincare Industry in Beijing
- 6.7.3 Economic Operation of Skincare Industry in Beijing
- 6.7.4 Development Trend Forecast of Skincare Industry in Beijing

#### 6.8 Development Analysis and Forecast of Skincare Industry in Liaoning

- 6.8.1 Development Plan and Supporting Facilities of Skincare Industry in Liaoning
- 6.8.2 Position Change of Skincare Industry in Liaoning
- 6.8.3 Economic Operation of Skincare Industry in Liaoning
- 6.8.4 Development Trend Forecast of Skincare Industry in Liaoning

# 6.9 Development Analysis and Forecast of Skincare Industry in Tianjin

- 6.9.1 Development Plan and Supporting Facilities of Skincare Industry in Tianjin
- 6.9.2 Position Change of Skincare Industry in Tianjin

如需了解报告详细内容,请直接致电前瞻客服中心。

全国免费服务热线: 400-068-7188 0755-82925195 82925295 83586158

或发电子邮件: service@qianzhan.com

或登录网站: https://bg.qianzhan.com/

我们会竭诚为您服务!