

The Current Situation and Trend of Chinese Male Beauty

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ABSTRACT: *Men are gradually becoming an important part of the makeup industry, and men's beauty as a segment of cosmetics is also developing rapidly. The author firstly expounds on the status quo of male beauty from five dimensions: age structure, geographical distribution, occupational distribution, purchase channel and product structure. Secondly, it analyzes the reasons for the rapid development of male beauty from the three dimensions of consumption level, concept and sales channel. It is proposed that men's beauty is younger, men's investment in beauty products is increasing, and personalization and differentiation of beauty products are developing.*

KEYWORDS: *Male beauty; Makeup; Status quo; Trend*

1. Introduction

“Everyone has the heart of being a beauty”. Make-up is one of the means of becoming beauty, because the beauty can make one more confident. With the change of social concepts and the improvement of consumption levels, men have gradually become important group in make-up. The male skin care market has a certain scale. According to data released by Tmall and Taobao, sales of men's skin care products for Tmall and Taobao platforms increased by nearly 3 billion between August 2017 and July 2018. In particular, in November 2017, under the promotion of Double 11 activities, sales amount was as high as 500 million. From the market segment, the annual sales of the men's beauty market were only 160 million, but in recent years, it has grown rapidly and still has great development potential.

Therefore, this paper analyzes the current situation of male beauty, the factors affecting the development of male beauty, and the development trend, and puts forward some suggestions on the further development of male beauty.

2. The Status Quo of Male Beauty

2.1 Age structure

Young men between the ages of 18 and 30 are the main group to buy men's skin care products. According to the data of Tmall Taobao 2017.08-2018.07, the age structure of male skin care users is shown below. Overall, as the age increases, men's consumption of skin care products gradually weakens. The 18-25 year old male skin care users accounted for the highest proportion, reaching 59%. Followed by men aged 26-30, accounting for 21%. Men aged 31-35 followed closely, accounting for 8%. The groups of 36-40 years old, 41 years old-50 years old, and 51 years old or above accounted for 4%, 6%, and 2% respectively.

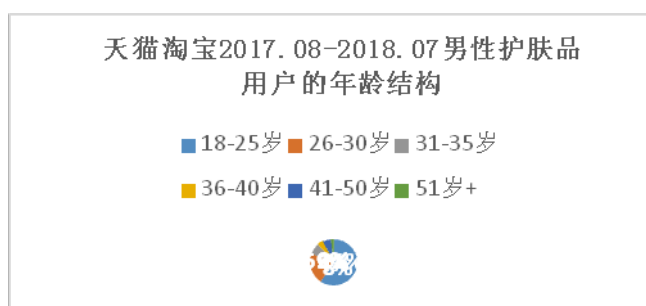


Figure.1

Source: Tmall Taobao 2017.08-2018.07.

2.2 Geographical Distribution

According to geographical distribution, male makeup in coastal areas is the most popular. According to the data of "Gu Yu X Zhi Wei Data", the proportion of males in the "Ai Mei makeup" in the country is the highest in Guangdong Province, reaching 13.42%. The second place is Beijing, accounting for 9.14%, followed by Zhejiang Province, 6.22%, followed by Jiangsu Province, 4.65%, and Shanghai, 4.46%, both of which are coastal areas. In addition, it is relatively concentrated in Fujian, Shandong, Sichuan and Hubei. Coincidentally, Jingdong and Nandu Media's "2017 Beauty Consumption Report" shows: the number of male beauty users, the first is also in Guangdong Province, the second is Beijing, the third is Jiangsu, and the fourth is Shanghai. The fifth place is Sichuan, followed by Shandong, Zhejiang, Hebei, Hubei and Henan. The author believes that the reason for the phenomenon of male beauty in the eastern region is that the coastal areas have undergone reform and opening up earlier, the economic foundation is superior and the concept is more open and inclusive.

2.3 Career Distribution

Different occupations have different needs for beauty makeup. According to the “2017 Beauty Consumption Report” by Jingdong and Nandu Media, it can be seen that urban white-collar workers and college teachers and students are the main force of consumer beauty products, accounting for 29% respectively. And 25%, the total proportion of nearly 60%. The reason is that the beautiful shape is a plus item in the workplace. “Appearance and Market Labor” mentions that “the positive correlation between the appearance and the total lifetime labor income”, so the urban white-collar workers have a stronger consumer demand to remain competitive. For college students, they have just been released from the pressure of entering a higher school, and they are willing to show their own personality and are more willing to invest in their own appearance. Followed by small town residents, accounting for 24%. The reason is that residents in small towns have small living pressures, abundant time, continuous improvement in income levels, and increasingly diversified and convenient purchasing channels. In addition, service industry personnel accounted for 9%, institutions accounted for 8%, and financial practitioners accounted for 5%.

2.4 Purchase Channels

From 2009 to 2018, with the continuous development of e-commerce, the main sales channels of cosmetics have undergone major changes. According to the data of Guoyuan Securities Research Center and Euromonitor (Figure 2), the sales ratio of KA channel decreased from 43.3% in 2009 to 24.5% in 2018. At the same time, however, the proportion of sales of e-commerce channels increased from 0.7% in 2009 to 27.4% in 2018. In addition, the proportion of sales of department store channels also dropped significantly. The proportion of sales in 2009-2012 decreased rapidly, with a total decrease of 7.4 percentage points. In the following years, the proportion was slightly lower (2 percentage points). Sales of CS channels increased steadily, from 14.3% in 2009 to 19.9% in 2019. Sales of direct sales channels accounted for a relatively stable change, accounting for 9.5% in 2018.



Figure.2

2.5 Product Structure

Variety structure of the product: The data shows that both male and female are highly concerned about facial skin care, and the consumption demand for facial skin care products is much higher than other products. However, for the consumption of other categories, there is a large difference between men and women. Jingdong and Nandu Media's "2017 Beauty Makeup Report" shows the proportion of "Face Skin Care" in four types of skin care and makeup related consumer products such as "Face Skin Care", "Shampoo Care", "Sweet Watercolor Makeup" and "Body Care". They are ranked first (both men and women). Among them, men's consumption of "face skin care" products accounted for 55%, and women's "56%". However, the consumption of "shampoo hair care" and "fragrance makeup" products by men and women is exactly the opposite. In the consumption of skin care and make-up related consumer goods, men pay more attention to practicality and necessity, while women show more tendency to love beauty, and the demand for "fragrance makeup" products exceeds that of men. "Shampoo skin care" products accounted for 20% of the four categories of male consumption, ranking second in the four categories of male consumption; but "shampoo skin care" products accounted for only 17% of female consumption, ranking third. Ranked second in the proportion of women's consumption of various categories is "fragrance watercolor makeup", accounting for 18%; and "fragrance watercolor makeup" only accounts for 14% of male consumer goods. In addition, the least consumed of the four categories of products are "body care" products, which account for 11% of men's consumption and 9% of women's consumption.

Price structure: In the data of "Tmall Taobao 2017.08-2018.07", the sales volume of L'Oreal, the main brand of male skin care, shows that the price of the purchased products is mainly concentrated at two price points, accounting for 45% of 80-190

yuan, 37- The proportion of 55 yuan is 20%. It can be seen that men are not keen on special high-priced skin care products (more than 190 yuan), 80-190 yuan is the preferred price for men's skin care.

3.The Factors of Male Beauty Industry Development

What is the reason for the development of male beauty? This paper analyzes this from three aspects: consumption level, concept and sales channel.

3.1 The Rise in Consumption Levels

The rise in consumption levels is an important element for the development of men's beauty. Overall, the contribution rate of China's consumption to GDP is rising. In 2008, it was only 44.2%, less than half, but in 2018 it has accounted for more than three-quarters, up to 76.2%. Looking at cosmetics, with the overall improvement in the income level of the Chinese people, the cumulative growth rate of cosmetics retail sales has maintained a high growth rate. In 2017, the total retail sales of cosmetics reached 251.3 billion, and the accumulated consumption in 2018 was 261.8 billion, an increase of 10.5 billion in one year. Among them, the retail sales of cosmetics from January to May 2019 increased by 13.2% year-on-year, still in the high-speed growth range.

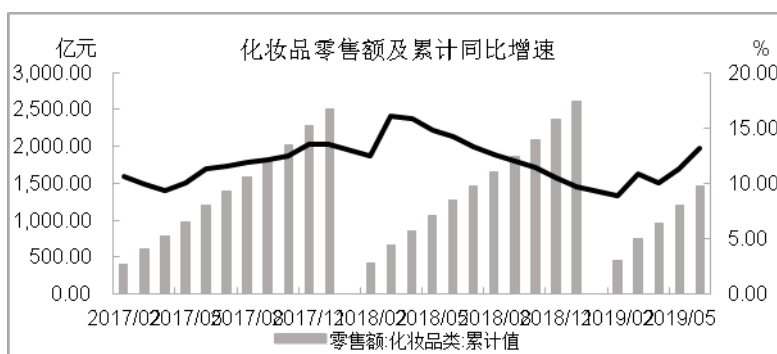


Figure.3

Source: National Bureau of Statistics.

3.2 Change of Concept

With the development of the times, the concept of men is gradually changing, and the emphasis on appearance is increasing (especially for new generation men). For example, QQ Big Data's "Post-95 Review" shows that 32% of 95-year-old men receive daily makeup, but in the post-95s this proportion rose to 39%, an increase of 7 percentage points. This shows that the new generation of men is more personalized,

and the acceptance of male makeup is higher.

The second is the influence of the trend of male stars endorsement of cosmetics. According to the author's statistics, in the first half of 2018, 18 brands in the cosmetics industry have successively signed male stars. Fans follow their idols closely, thus buying the idol-endorsed products is a common phenomenon for fans. Third, the acceptance of male beauty in the whole society has increased. According to the data of "Gu Yu x Zhiwei Data", in 2015, Weibo users "opposed" male cosmetics to the largest proportion, higher than "pros" and "can't excessively not care" and "understanding but unacceptable." However, in the following three years, the opinions of Weibo netizens reversed. In 2018, the proportion of "pro-" male beauty in Weibo netizens rose to 60%, while the proportion of "opposition" fell from 30% in 2015 to under 10% in 2018, the number of "don't care" has also declined, indicating that the attitude of the whole society towards male beauty is more inclusive.

3.3 Innovation in Sales Channels

With the development of the internet and the fast-paced life, the sales channels of beauty products have also undergone great changes. The author summed up the channels: Taobao brought goods channels, web celebrity will schedule live video broadcast in Taobao, praise the goods with exaggerated words, and use the "live price" and "limited purchase" two characteristics to attract customers' attention. Weibo mainly introduces the use and effect of the article in the form of text and pictures, and releases the Taobao link below to allow customers to purchase conveniently. The Little Red Book has a cargo channel, and attracts people to buy it with a contrasting effect before and after the product trial.

4. The Development Trend of Male Beauty

4.1 Declining Age

Male beauty consumers are getting younger and younger, and the proportion of beauty consumption on the internet after 1995 is rising. According to the data of Big Data. Full Insight⁴⁴, after the 1990s in 2016, the proportion of consumers in the beauty products accounted for more than half of the total, and the proportion of 95% after the total reached the quarter. This is the first time after the 1990s that the scale of consumption has surpassed that of the 1980s.

4.2 Men's Investment in Beauty Products Will Continue to Increase

According to Jingdong and Nandu Media's "2017 Beauty Consumption Report", it can be seen that in 2015, in terms of consumption of beauty products, girls per capita consume 26.6 yuan more than boys. But by 2016, the gap has gradually

narrowed to 13.7 yuan. It shows that men have increased their investment in beauty products. With the change of social concepts, the rise of consumption levels and the innovation of channels, men will continue to increase their investment in beauty products in the future.

4.3 Personalized Products are Personalized and Differentiated

Consumers' pursuit of individuality has become a trend. The author believes that beauty manufacturers only cater to the needs of consumers, emphasizing the difference between their products and other products, working hard in packaging, publicity, etc., to highlight individuality, in order to segment the market and take up a larger share over time.

5. Conclusion

As a segment of cosmetics, men's beauty is gradually emerging. This paper firstly expounds the status quo of male beauty from five dimensions: age structure, geographical distribution, occupational distribution, purchase channel and product structure. The results show that young men aged 18-30 are the main group to buy skin care products; from the perspective of geographical distribution, male makeup in coastal areas is the most popular; from the perspective of occupational distribution, urban white-collar workers and college teachers and students have the greatest demand for male beauty; In terms of purchase channels, the proportion of e-commerce channels has gradually increased; from the perspective of product structure, facial skin care products are the most popular, and the price of men's skin care products is concentrated in the range of 37-55 yuan and 80-190 yuan.

Looking back on the past, the rapid development of male beauty is mainly due to three aspects: first, the rise of consumption level, second, the improvement of social inclusion, and third, the innovation of sales channels. Looking forward to the future, in the future, men's beauty will be younger, men's investment in beauty products will continue to increase, and cosmetic products will be personalized and differentiated.

In this regard, the beauty brand needs to adjust the product development direction, the existing product structure, the spokesperson strategy, etc. in time to meet the needs of the male beauty consumer.

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