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Hong Kong people are generally dissatisfied with their facial skin qualities

- A drive behind the robust growth of facial skin care products and beauty salon industry -

Hong Kong, 18 January 2010 – Six out of ten Hong Kong people have a low self-esteem on their facial skin qualities, according to a recent survey conducted by MVA. In addition, people are starting earlier at younger age and spending more on facial skin care products and facial treatment services.

The survey was conducted to investigate the drive behind the rapid growth of the facial skin care products and beauty salons in recent years, and to understand customers' usage and spending pattern on such products. While 60 % of the respondents are dissatisfied with their facial skin qualities, the most common skin problems troubling the respondents are black heads/white heads, dry skin, dark circles/puffy eyes. The poor facial skin qualities are presumably related to our everlasting pollutions, hectic city lifestyle and dietary habits. Having a low self-esteem, people are found to have started the habit of facial skin care earlier at the average age of 18.

Facial skin care products commonly used include cleaning foam/milk, lotion/emulsion, toner and mask. Most of the respondents declared that they would purchase facial skin care products at major personal care chain stores. While “efficacy”, “price” and “word of mouth” are crucial factors of consideration when purchasing facial skin care products, customers are more conscious with price than word of mouth, when it comes to trying out a new product.

The survey reveals that consumers who paid for the treatments in a package form at facial treatment salons expressed worries about possible financial losses caused by the unforewarned closure of beauty salons, which indicates the underlying problems of the industry. However, it is worth noting that the industry can explore the great market potentials among the presumably high-income groups of females aged 25-44 and males aged 35-44 which appear to be more drawn to facial salon treatments, according to the survey.

For more details on the above surveys and MVA BMSR's services, please kindly contact MVA BMSR in Hong Kong:

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