

2014 INTERNATIONAL Study of Asian Women's FACIAL SKIN CARE

Facial skin care continues to be a top priority for Asian women with typical regimens incorporating a large number of differing product types and brands. But savvy marketers should be careful to understand that important regional differences exist in the skin care benefits sought by women in Asia. The *2014 International Study of Asian Women's Facial Skin Care* explores these geographic variations in China, Japan and South Korea. Among the topics reported are:

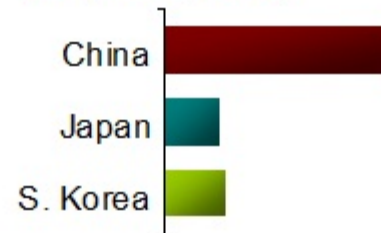
- ▶ Facial skin type and condition
- ▶ Facial skin care habits and practices
- ▶ Benefits sought when purchasing facial skin care products
- ▶ Types of products used for facial skin care
- ▶ Brand awareness and use
- ▶ Brand image and motivations for use
- ▶ Purchase practices
- ▶ Label and ingredient considerations
- ▶ Use of cosmetics

REPORT EXCERPT:

The facial skin care product category is quite crowded in these Asian countries, with competition from many smaller players rather than a few major brands. Chinese women prefer a mix of international and domestic brands while Japanese and South Korean women express a preference for domestic brands.

"I prefer to use skin care products made by international companies."

(Total agree among all women)



Available for immediate electronic delivery in PowerPoint format, the report may be purchased in its entirety, or purchased separately for each country as shown below:

Full, three-country package – \$34,100.

China – \$11,200.

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To subscribe or to request additional detailed information including full Table of Contents, description of sample sizes, survey dates and methodology, deliverables, etc.

PLEASE CONTACT:

CHERIE GODBOLD
Account Representative

Cheryl.Godbold@multisponsor.com

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MULTI-SPONSOR SURVEYS INTERNATIONAL, LLC

136 WALL STREET – PRINCETON, NJ 08540 – 609-924-7772

www.multisponsorinternational.com