

From Chinese tradition to high tech beauty, MakeUp in Shanghai, the tailor-made BtoB event pairs global offer with local demand.

## Chinese Male Beauty Boom

*Men's cosmetics are experiencing strong growth in the Chinese beauty market. In 2019, the rate men's beauty products growth is higher than that of women, with year-on-year growth of 31% and 29% respectively.*

*Thus, as part of MakeUp in Shanghai conferences 2021 on July 7 & 8, we will explore the profile of the Chinese male consumer and its expectations.*



The men's beauty market is booming in China, paving the way for a new generation of boldly inclusive products that speak to shifting consumer lifestyles. Media icons are helping to drive changing perceptions of what male beauty should and could look like, as music and movie stars in China and neighboring nations like Korea give rise to a distinctly androgynous, youthful look that's become popular with young men eager to express themselves.

Major deals solidify this shift: Chinese actor, singer, and dancer Jackson Yee was recently named Armani Beauty's new Global Makeup and Skincare Ambassador, not only garnering the attention of his massive fan base, but helping to change what "handsome" and "beauty" can mean in the 21st century for men.

While the "Little Fresh Meat" phenomenon is definitely being driven by Chinese celebrities and K-pop groups, brands are also helping to shift norms: male models are appearing more and more within advertising for major brands, with Etude House recently using a male model to demonstrate their new mask-proof Fixing Lip Tint. Fun new brands are also helping to empower male Chinese consumers to become interested in and excited about beauty, with sleek options like JACB skincare and makeup, or Shakeup Cosmetics' men's makeup line, which was founded by two Beijing-born brothers. Aside from Chinese-based brands, male Chinese consumers

are still flocking to European prestige brands and K-beauty lines, with exciting options from IOPE Men, or Amorepacific's "For Heroes" men's line, which includes an eyeshadow palette, concealers, lip tints, and more.



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**MakeUp in Shanghai**

**7-8 July 2021**

**Shanghai Exhibition Center**

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