

Physician-Dispensed Skin Care: China Perception and Satisfaction Survey

Base Year: 2023

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1st Edition

Augmenting over a decade of research that has helped marketers understand the Professional Skin Care landscape in China, we are now pleased to offer our renowned physician-dispensed skin care survey report for the China market.

This report will help subscribers understand the unmet needs of physicians who dispense skin care products in China. The report will also dive into leading considerations for brand selection, the perception of local versus international brands, and key products and brands recommended by physicians.

SCOPE

› Physician types

- Dermatologists
- Plastic surgeons
- General practitioners

› Panel selection

- 200 physicians who have been dispensing professional skin care products for over one year
- Focus on Tier 1 and Tier 2 cities
- Dispensing both international and local brands
- Private clinics/hospitals and public hospitals

AREAS OF EXPLORATION

Results from the survey are delivered in a PowerPoint presentation. Below are details of how the survey is reported.

Methodology

Key findings

The business of skin care

This report section provides a perspective on the current professional skin care business in China and what can be expected for the future overall and by provider (as listed in Table 1).

Also included are highlights from our survey on areas such as the impact of regulations, economic considerations, procedures in demand and key skin concerns treated by dispensing physicians.

What matters most?

This section shows priorities in the skin care providers' decision to use/offer a professional skin care brand. These attributes are listed in Table 2.

Who performs best?

This report section provides an overview of how physicians rate the brands that they use and factors feeding into the performance. We examine the performance differences between local and international brands (as shown in Table 3).



TABLE 1. SKIN CARE PROVIDER TYPE

Public hospitals
Private hospitals
Private clinics

TABLE 2: LIST OF PHYSICIANS' PRIORITIES

Training and education
Marketing (including digital assistance)
Product portfolio and innovation
Order-to-delivery and customer service
Price and value-added services

TABLE 3: LIST OF BRANDS CONSIDERED

International:

SkinCeuticals
Fillmed
NeoStrata

Obagi

Local:

Winona
Biohyalux
Collgene & Comfy
Voolga

REPORT BENEFITS

This report assists professional skin care marketers in identifying opportunities and shortfalls that require focus, as well as establishing near- and long-term strategies. This report helps subscribers to:

Understand the most important attributes to physicians while choosing a brand

Identify the importance of digital assets and sustainability to physicians

Prioritize efforts for future initiatives by physician type

METHODOLOGY

This study is web-based structured survey conducted with dispensing physicians in Tier 1 and 2 cities in China. The estimated number of responses for this service is approximately 200 skin care professionals, based on a statistically valid sample of the population. Our research engages experts across all pertinent disciplines as follows:

- Aestheticians
- Cosmetic plastic surgeons
- Dermatologists
- Office managers/Staff that makes buying decisions

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