Beauty Retailers - China - February 2013

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"Growth in beauty retailer sales is being driven mainly by people's growing demand for beauty cosmetics and increasing consumer spending power. Urbanisation, a prosperous commercial real estate industry, market segmentation and multi-channel growth models for beauty retail will increase coverage and penetration of products and will drive growth of beauty retail sales."
– Mao Wei, Senior Research Analyst

In this report we answer the key questions:

- What is the current state of beauty retailers in China and what are the growth trends, drivers and barriers?
- How do consumers behave and what are their attitudes to baked goods?
- What are the key factors in operating a beauty retailer?
- What opportunities lies in competition between beauty retailers and online and supermarket channels

This report covers three types of beauty retailer: health and beauty retailers (eg Watson's, Mannings), brand retailers (beauty retailers that sell only their own brands of beauty products eg Estée Lauder, Herborist) and specialist cosmetic retailers (beauty retailers that sell beauty products of a diversity of brands eg Sephora, Gialen). All these retailers' sales revenue chiefly comes from beauty products and personal care products. They operate in both chain store and independent store formats. The analysis in this report also touches on other formats of retailers that compete with beauty retailers, including: shopping centres, department stores, supermarkets and hypermarkets, convenience stores, beauty salons, online shopping, direct sales, and pharmacies. "Beauty retailer" refers only to the three formats discussed in this report unless otherwise stated.

In terms of categories of cosmetics, the report will include facial skincare, body care, cosmetics, hair care products, fragrances/aftershave and other personal care products.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market