

## Beauty Retailing - China - February 2014

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*“Deals and discounting can be an entry point to attract new customers and personalisation and relevance in promotion will become the critical point for retailers in coming years. But in the long run, creating unique shopping experience remains essential.”*

– Wenwen Chen, Research Analyst

### This report looks at the following areas:

- How can retailers maximise consumer reach with channel convergence?
- How can retailers attract shoppers beyond price promotions and discounts?
- Could a more immersive shopping experience drive consumers in-store?
- How can beauty retailers tailor their services at a city-specific level?

Following a continual strong historical sales performance, the beauty retailing market continued its strong growth to reach a RMB167 million in 2013. Technological advancements such as mobile shopping, tablet computers and internet penetration have boosted the popularity of online beauty retailing while the expansion of giant stores such as Watsons and Sephora into lower tier cities has contributed to make the market prosperous.

2013 was a strong year for innovation in the online beauty retailing, with retailers having utilised a number of new initiatives to encourage consumers to shop online, such as flexible delivery options, time-limited flash sales and special occasion promotion. That said, bricks-and-mortar stores have also dived deep in the era of digital revolution via promoting online-to-offline model attracting users online and directing them to offline physical stores. More importantly Mintel finds that, despite consumers increasingly moving online, they are still longing for distinctive in-store shopping experience. Therefore, focusing on creating a memorable, enjoyable and added-value shopping experience remains the key.

This report focuses on Beauty Retailing by which we mean the retailing of bodycare, facial care, colour cosmetics, and fragrances/aftershaves. However, blurred boundaries mean the report touches considerably on broader personal care goods retailing. Haircare, for instance, is borderline beauty/toiletries.

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