

Beauty Retailing - China - March 2016

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“In China, where national expansion of physical stores is diminishing, mobile is becoming the battlefield for beauty retailers. There is an enormous amount of mobile-centric innovation intensifying competition for consumers' wallets and the O2O movement will continue to boom in order to provide an omni-channel experience.”

– Wenwen Chen, Senior Beauty and Personal care Analyst

This report looks at the following areas:

- Locating the best resources for facial skincare
- Creating an irreplaceable in-store experience
- Innovative mobile payment

By the end of 2015, China's beauty retailing markets was worth RMB 205 billion at retail prices representing an increase of 12% on 2014.

Although China's cooling economy has undermined consumers' confidence in general, the beauty market seems immune to a market slowdown. Mintel has found that the consumer passion for better facial skincare products is the key driver.

Looking ahead, growth will remain slow, and is likely to be driven by product premiumisation, rather than an increase in volume sales. Mobile-centric innovations will also encourage shoppers to make quick buying decisions.

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DID YOU KNOW?

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

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Consumers are increasingly shifting online to buy beauty and cosmetics products

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