

Beauty Retailing - China - February 2017

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“Online shopping is supporting the growth of the beauty retailing market and compensating for stagnating offline sales. Concern about product authenticity does not prohibit consumers from looking for products online, even for premium products, because the wide selection of imported products and competitive prices in online stores are still strong incentives.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **Price is more transparent with M-commerce**
- **How to differentiate from other retailers?**
- **Wider brand choices will be key to attract premium beauty shoppers**

The beauty retailing market continues to grow but with a slowing growth rate. Development of online shopping is a key driver while bricks-and-mortar stores are hindering the overall speed of growth. The popularity of K-Beauty is boosting the expansion of brand specialty stores, while the trend for outbound tourism is bringing the pressure from overseas channels. Therefore, domestic retailers have introduced more imported products and have designed unique services to strengthen the in-store experience. But product authenticity is still an important area that domestic online websites have to improve upon.

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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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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Figure 1: Best- and worst-case forecast of total value sales of beauty retailing, China 2011-21

Figure 2: Store number of beauty retailing, by segment, 2014-16

Companies and brands

Figure 3: Sales and annual growth rate of top five beauty retailers, China 2015-16

Figure 4: Number of stores of top five beauty retailers, China 2015-16

The consumer

Offline channels are still mainstays for basic BPC products

Figure 5: BPC products purchased in the last six months, November 2016

Brand speciality stores are important for attracting 20s

Figure 6: Most often visited bricks-and-mortar stores in the last six months, November 2016

Competitive price is still the key to online retailers

Figure 7: Most often visited online stores in the last six months, November 2016

Tier one cities are more driven by wide brand selection

Figure 8: Reasons for purchasing online and offline, November 2016

Online/offline channels are almost equally accepted for buying premium products

Figure 9: Purchase channel of premium products, November 2016

Fewer impulsive purchases, even for high earners

Figure 10: Purchase behaviour, November 2016

What we think

Issues and Insights

Price is more transparent with M-commerce

The facts

The implications

How to differentiate from other retailers?

The facts

The implications

Wider brand choices will be key to attract premium beauty shoppers

The facts

The implications

The Market – What You Need to Know

Healthy growth...

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...yet mixed performance across channels

Competition is not limited within Chinese market

Market Size and Forecast

Steady, but slowing value growth

Figure 11: Best- and worst-case forecast of total value sales of beauty retailing, China 2011-21

Cosmetics stores continue to expand

Figure 12: Store number of beauty retailers, by segment, 2014-16

Market Factors

More brand specialty stores join the competition

Multiple touchpoints for a seamless shopping experience

Savvy shoppers pressure retailers to make more efforts

Risk of losing savvy consumers to overseas channels

Figure 13: Countries consumers have bought imported products from, November 2016

Key Players – What You Need to Know

Opening new stores to compensate for declining sales per store

Offline store cannot be a store only

Leveraging high-tech to increase buzz

Top Five Players

Sales per store declining

Figure 14: Retail sales, store number of top five beauty retailers, China 2015-16

Gialen

Figure 15: Dermo shelf in Gialen, China, 2017

Sephora

Figure 16: Korean Beauty shelf in Sephora, China, 2017

Watsons

Figure 17: Makeup studio in Watsons, China, 2017

Sasa

Figure 18: Product display in Sasa O2O store, China, 2016

Mannings

Competitive Strategies

Introducing K-Beauty products

Figure 19: Most favourite K-Beauty brands by Chinese consumers, 2016

How far can private label go?

Selling services in store

Figure 20: Brochure of Charlotte Tilbury, UK, 2016

Figure 21: Sulwhasoo flagship, South Korea, 2016

Who's Innovating?

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Highlighting brand theme via VR

Figure 22: VR application in Innisfree store, China, 2016

Better trial experience in-store

Figure 23: Smart Mirror in-store at Charlotte Tilbury, UK, 2016

Develop bespoke beauty products to stand out

Figure 24: iPhone screen of MATCHCo APP, 2016

The Consumer – What You Need to Know

Online stores are often visited but mainly used for known products

Super/hypermarkets losing out to brand speciality stores in attracting young consumers

Brand selection becomes second most important after price for online

Quality seekers are open to overseas channels

Consumers are well-prepared

Products Purchased

Skew to offline for basic BPC products

Figure 25: BPC products purchased in the last six months, November 2016

More product types purchased in bricks-and-mortar stores

Figure 26: Repertoire of BPC products purchased in the last six months, by channel, November 2016

40s catching up in online shopping for oral and feminine care

Figure 27: BPC products purchased in online stores in the last six months, November 2016

Most Visited Bricks-and-Mortar Stores

BPC chain retailers catching up with department stores

Figure 28: Most often visited bricks-and-mortar stores in the last six months, November 2016

20s have different preferences from the rest

Figure 29: Most often visited bricks-and-mortar stores in the last six months, by age, November 2016

Brand counters are especially important in Beijing

Figure 30: Most often visited bricks-and-mortar stores in the last six months, by tier one cities, November 2016

Online Stores

JD exceeds Taobao in 2016

VIP and Jumei rank before brand's official website

Figure 31: Most often visited online stores in the last six months, November 2016

Reasons for Purchasing Online/Offline

Clear strengths and weaknesses of each

Convenience is no longer a differentiating factor

Figure 32: Reasons for purchasing online and offline, November 2016

How to retain savvy consumers in store?

Figure 33: Reasons for purchasing offline, by consumer behaviour, November 2016

Wide selection of brands and imported products in-store more important for tier one cities

Figure 34: Reasons for purchasing offline, by city tier, November 2016

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Online price is especially important in tier two and three cities

Figure 35: Reasons for purchasing online, by city tier, November 2016

Purchase Channel of Premium Products

Almost no gap between online and offline

Figure 36: Purchase channel of premium products, November 2016

What drive consumers to purchase premium products online?

Figure 37: Reasons for purchasing online/offline, November 2016

40s are less willing to buy premium products online

Figure 38: Purchase channel of premium products, by age, November 2016

High earners go to different online channels

Figure 39: Purchase channel of premium products, by age, November 2016

Purchase Behaviour

Most purchases are planned not impulsive...

Figure 40: Purchase behaviour, November 2016

...even for high earners

Figure 41: Purchase behaviour, by household income, November 2016

Much smaller impact of 'status' in beauty than in technology

Figure 42: Purchase behaviour, November 2016

Affluent consumers opt for premium and international products

Figure 43: Purchase behaviour, by household income, November 2016

37% research on mobile when shopping in-store

Figure 44: Mobile usage in shopping, November 2016

Meet the Mintropolitans

Much fewer visits to super/hypermarkets

Figure 45: Most often visited bricks-and-mortar stores and online stores in the last six months, by consumer segmentation, November 2016

Trust overseas channel more

Figure 46: Most often visited online stores in the last six months, by consumer segmentation, November 2016

Selection and service matter most

Figure 47: Reasons for purchase offline, by consumer segmentation, November 2016

MinTs tend to be sophisticated buyers

Figure 48: Purchase behaviour, by consumer segmentation, November 2016

Appendix – Market Size and Forecast

Figure 49: Total value sales of beauty retailing, China 2011-21

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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