

Beauty Retailing - China - February 2018

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“Providing personalised designed products is perceived as an upcoming trend, and is especially an area needing most attention in bricks-and-mortar stores. This approach can help to win back lapsed offline buyers and differentiate from online offerings.”

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

This report looks at the following areas:

- Evolving shopping habits in offline stores
- Fierce online competition
- Expectation of an in-store beauty advisor

The beauty retailing market in China is growing and being stimulated further this year. Akin to the overall retail market, the beauty retailing market is also being driven by online retail sales. And specifically cosmetics stores (hereinafter referred to as 'CS') is the core channel that has led the market gain such a high growth. This Report analyses consumers' preferred products bought from online and offline channels separately, and tracks and compares the importance of key players in both online and offline channels in 2016. Meanwhile, the ideal type of Beauty Advisor (hereinafter referred to as 'BA') is also a topic discussed in this Report.

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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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