

# Beauty Influencers – China – December 2020

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## This report looks at the following areas:

- Consumers' usage of and trust in different sources of beauty information
- Product information that consumers care about most
- Attributes that drive consumers to follow beauty bloggers
- Consumer perceptions of beauty brands and beauty bloggers
- Consumer interactions with beauty brands and beauty bloggers

Today's Chinese consumers turn to online channels to learn about beauty. Beauty brands (eg official websites, WeChat/Weibo accounts, etc), shopping websites and beauty bloggers are the most popular sources of beauty information, while fewer consumers consult in-store staff for advice.

However, the most popular information sources are not always the most trusted. Consumers tend to be more sceptical of information provided by shopping websites and beauty bloggers, while families/friends are most trustworthy, highlighting the power of peer-to-peer marketing.

The good news for beauty brands is that they are considered the second-most trustworthy source of beauty information, only behind friends/families. Overall, consumers have positive perceptions towards beauty brands as an information source, such as being ethical, impartial, professional and leading the latest beauty trends. Beauty brands could leverage these positive consumer perceptions to become an approachable beauty expert for consumers.



"As Chinese consumers' purchase journeys become more complex, the influence landscape is also becoming fragmented. While traditional influencer marketing will remain important to drive brand awareness and sales, issues surrounding authenticity and diversity could signal future challenges."

– Alice Li, Senior Analyst

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