

# Beauty Retailing - China - 2022

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## This report looks at the following areas:

- Market overview and competitive landscape in beauty retailing market
- Changes in consumer spending on different beauty retailing channels
- Consumers' pain points of shopping in online and offline channels
- Consumer perceptions of different beauty retailing channels
- Consumers' information needs from personal beauty advisor or brand community

45% of surveyed consumers have spent more money on beauty and personal care products on domestic comprehensive shopping websites in the last year. It indicates positive attitudes toward beauty products among Chinese consumers in the post-pandemic era. Meanwhile, the emergence of new shopping platforms such as Douyin livestreaming and O2O platforms enables brands to reach more potential consumers.

However, offline channels still face challenges. Besides regular supermarkets/hypermarkets, over half of consumers haven't bought any beauty and personal care products in other bricks-and-mortar stores in the last year. Although new retailers are entering the market quickly, offline channels still face severe challenges, such as the question of how to provide competitive price in the face of online channels and how to improve the trial experience for consumers.



"Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty information to cater to consumers' emotional needs, so as to retain consumer interest and cultivate brand loyalty."

– Jane Chai, Research Analyst

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