

Beauty in Lower Tier Cities - China - 2022

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This report looks at the following areas:

- **Brand appeal: a sense of reassurance is both a rational and emotional effect**
- **Anxiety over appearance and aesthetic attitudes: accepting diverse aesthetics and not rejecting cosmetic surgeries**
- **Information for reference: subtle content input and output**
- **Purchase channels: significant price advantage online and increased awareness of offline experience**

The pursuit of beauty products from big brands by consumers in lower tier cities stems from their safety concerns and efficacy needs, while their indifference to the concept of 'affordable alternatives' reflects the importance of innovation in product efficacy. In the era of 'efficacy is king', this has revealed the direction for brands to focus on. Domestic and niche brands have the potential to emerge thanks to their cost-effectiveness and functional innovation.

Beyond products, consumers in lower tier cities have diversified their access to information, which has enriched their perspective to some extent. On the one hand, they are no longer limited by 'authority' and 'right to speak' when gathering beauty information but can more freely and easily gather advice from real consumers who are close to their own situation and needs; on the other hand, they have a more comprehensive and solid understanding of 'beauty', which is not only about appearance, but also about the overall external image (including fashion style) and internal image (including manners, cultivation, education and working professionalism). These changes at the consumer level will put brands' communication under greater scrutiny and will drive brands to look deeper into their core and values.

As for the channels, online and offline channels have advantages in terms of purchase and interactive experience in beauty products, respectively, so brands cannot ignore the development and construction of either channel.



"The indifference of consumers in lower tier cities to the concept of 'affordable alternatives' reflects the importance of innovation in product efficacy. In the era of 'efficacy is king', this has revealed the direction for brands to focus on. Domestic and niche brands have the potential to emerge thanks to their cost-effectiveness and functional innovation."

– Yali Jiang, Associate Director

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However, for channels with strong beauty attributes, brands need to actively engage to gain traffic dividends and convert them into sales.

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