

Lessons from China's Recovery Post-COVID-19: Consumer Goods and Service Sector Analysis

March 2021

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Scope

Key findings

Multiple industries in China show distinct signs of recovery

RETAILING

Digital transformation leads the way for retailing recovery

High uptake of livestreaming amid COVID-19 pandemic

Physical store reshapes its role in response to changing consumer behaviour

BEAUTY AND PERSONAL CARE

BPC market rejuvenated as normality returned

Digital strategy is vitally important for BPC players

Skin health becomes one of the prime focus of skin care products

CONSUMER APPLIANCES

China's consumer appliances market saw remarkable recovery since Q2...

...but the recovery pace of construction outstripped offline retailing

Health and connectivity are the focal points of new product launches

CONSUMER HEALTH

Consumer health saw contrasting growth patterns in the recovery phase

Immunity positioning widens to broader health concerns

Expanding in online marketplace as immediate response to offline slump

HOME AND GARDEN

Resumed offline channels in Q2 help home products begin recovery

Virtual in-store experience a must to close the service gap for online space

Hygiene-driven innovation gains traction

HOME CARE

Consumers are trading down in laundry detergents and hand dishwashing

Brands are rolling out more budget-friendly products via e-commerce

Categories featuring strong disinfectant effects post robust growth

LUXURY

Domestic luxury consumption was boosted due to travel restrictions

Undiluted consumer confidence leads the recovery

E-commerce becomes new battleground for luxury brands

TRAVEL

Domestic travel leads the short-term recovery

Pre-paid products help the industry to survive through its darkest hour

Hygienic safety approach to sustain revitalisation post-pandemic

CONCLUSION

Key findings

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