Euromonitor International

Uncovering C-Beauty: Growth Strategies and Market Outlook

May 2023

INTRODUCTION

S cope
Key findings

THE RISE OF C-BEAUTY

Rising e-commerce penetration in China boosts the growth of C-beauty brands
C-beauty companies' ranking climbs in colour cosmetics and facial skin care over 2017-2022
C-beauty brands are mainly priced at a mass (under USD30) price point
Confluence of five factors behind the rise of C-beauty
C-beauty brands improve product quality to tear off "dupe" labels
C-beauty brands act rapidly and flexibly to meet consumers' volatile needs
Consumer education on ingredients and claims enables C-beauty to target consumer concerns
Synergy of digital-native brands and digital-native consumers maximises C-beauty's growth

C-BEAUTY SEEKS TO DIVERSIFY GROWTH CAPACITIES

C-beauty brands will need solid competitiveness to extend the lifecycle
Competitive R&D and product quality are the keys to C-beauty's sustainable growth
Embedding social values to the communication strategy helps Proya's transformation
With mass market appearing at saturation, C-beauty companies target premiumisation

FUTURE OUTLOOK ANDIMPLICATIONS

"C-scent" emerges with China consumers' growing demand for sophisticated lifestyles
C-beauty brands actively explore expansions overseas
C-beauty has not yet developed as an influential label in the minds of global consumers
G lobal awareness of C- beauty is growing, but its association with innovation falls short
Implications for international beauty and personal care companies

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/uncovering-c-beauty-growth-strategies-and-market-outlook/report.