

Cosmetics Market in China: Key Research Findings 2013

◆ **Research Outline**

Yano Research Institute has conducted a survey on the cosmetics market in China with the following conditions:

1. Research period: From February to May, 2013
2. Research targets: Cosmetics manufacturers, retailers, and government ministries
3. Research methodologies: Face-to-face interviews, research by telephone, and at stores

◆ **Key Findings**

■ **Chinese Cosmetics Market in 2012 Increase by 9.6% at 123 Billion Yuan**

The recent economic growth, expansion of middle-income group, and higher aesthetic consciousness among women has boosted the cosmetics market in China to grow at an annual rate of 10% since 2008. The size of the market in 2012 rose by 9.6% to attain 123 billion yuan, based on the shipment value from the brand makers.

This tendency is likely to continue by a little less than 10% because of increasing purchasing power from people in the post-80s and of rapid economic growth in the inland local cities. The cosmetic market in China in 2013 is estimated to grow by 9.5% to reach 134.7 billion yuan.

The following are noteworthy points in the market: 1) Products have been segmentalized into various categories due to diversified consumer needs; 2) Products of middle-class or mass-class cosmetics with their price range less than 200-yuan are on the rise; 3) People in the post-90s are emerging as a new market target; 4) Mail-order (online shopping) and cosmetics-specialized channels are increasing among many other sales channels; and 5) Internet marketing is expanding as an advertisement or a promotional method of cosmetics.

◆ **Report format:**

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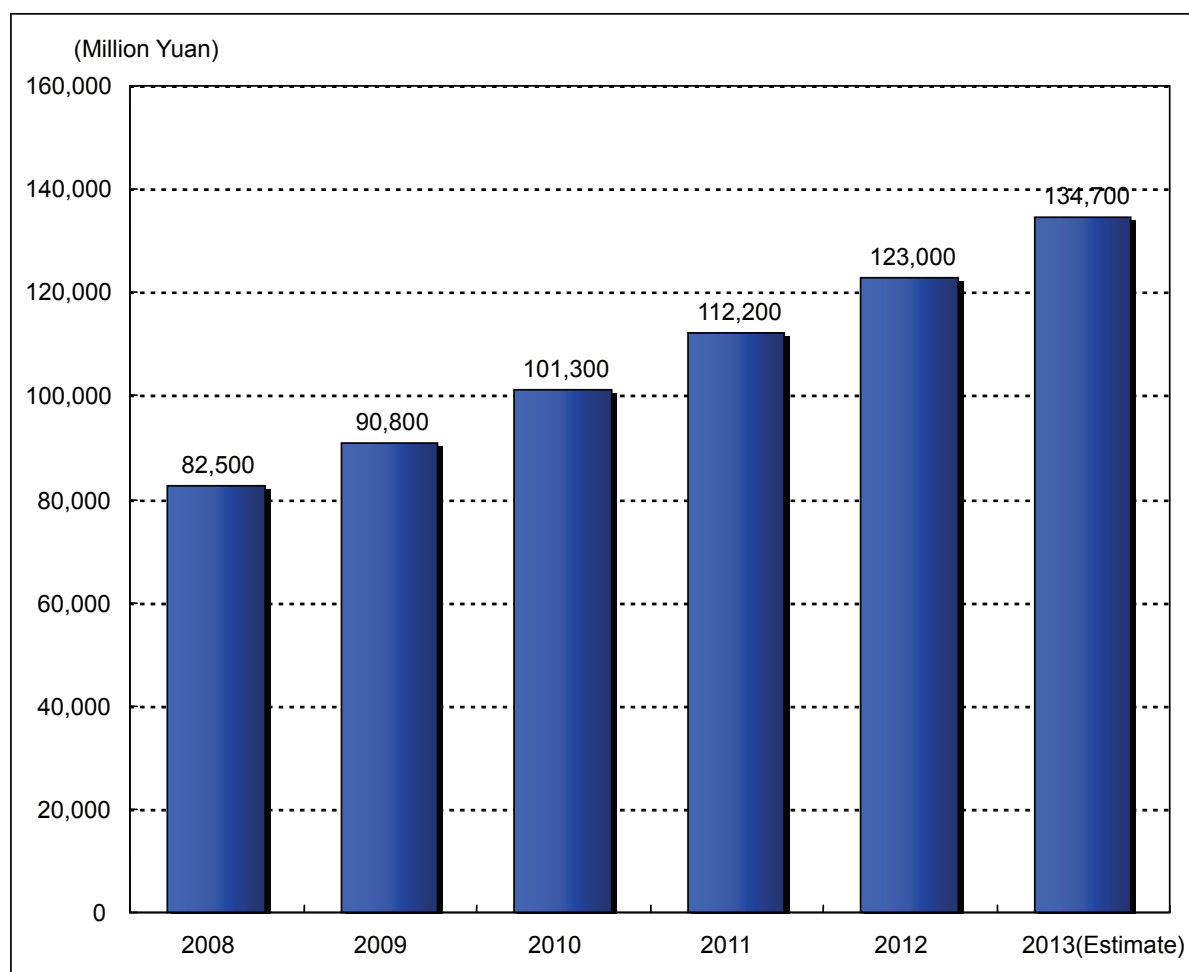
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■ **Figure 1: Transition and Estimated Size of Domestic Cosmetic Market**



Estimated by YRI

Note:

The figures are based on the shipment values of brand manufacturers.