

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

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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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