



# Uncovering C-Beauty: Growth Strategies and Market Outlook

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## INTRODUCTION

Scope

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 AND IMPLICATIONS

"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

Global awareness of C-beauty is growing, but its association with innovation falls short

Implications for international beauty and personal care companies

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