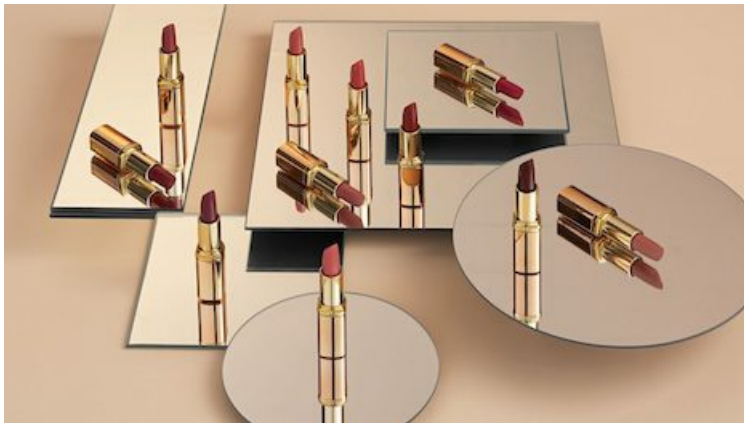


FRAGRANCE AND PERSONAL CARE

## China's cosmetics and beauty sales rebound for the first time since July

March 22, 2023



Hitting \$9.53 billion in sales in January and February, China's beauty industry is set to rebound in 2023. Image credit: L'Oral Paris

By [Jing Zhang](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

China's cosmetics retail revenue totaled \$9.53 billion (65.6 billion RMB) in the first two months of this year, recording a year-on-year growth of 3.5 percent, according to [China's National Bureau of Statistics](#).

The country's beauty market is rebounding quickly after a tough year marred by economic uncertainties, pandemic policy changes and numerous lockdowns.

In 2022, total cosmetics retail sales fell below \$58.16 billion (400 billion RMB), making this recent uptick the first since last July.

Despite the sales slump, interest in cosmetics and beauty has no doubt grown steadily in China, with views of online makeup tutorials hitting a monthly average of **100 billion** last year.

**The Jing Take:** There seem to be bright times ahead for the industry, as a whole, but the market is not just growing it is evolving.

For brands to stay ahead of the curve, it will be critical to track the changes in consumer motivations, habits and interests.

Premiumization has begun to **polarize** the beauty market in many ways, with higher-end brands sweeping up interest as female consumers more invest in themselves and beauty becomes increasingly adjacent to China's booming wellness and **self-care** lifestyle trends.

**Euromonitor** predicts that the premium beauty sector could account for **53 percent** of market share in China by 2025.

Some industry giants are investing heavily in their prestige brands and premium experiences, such as L'Oral Paris' recent art exhibition at Tank Shanghai.

Other brands such as Maybelline and LVMH's Cha Ling have reduced the number of physical stores in China to better optimize growth.

Meanwhile, **Kering Group's** announcement of a new in-house beauty division shows that the conglomerate is moving to further develop its prestigious beauty labels, viewing them as key growth drivers.

**Herms** also plans to extend its beauty offerings with a new line of eye makeup products after reports of strong Chinese demand in 2022.

While women's beauty products dominate the market, men's beauty has also staked out a share with the men's skincare segment predicted to reach \$10 billion (68.6 billion RMB) annually.

**Ecommerce** continues to be the primary sales channel for the category, but with the lifting of most pandemic restrictions, China is also seeing a recovery in bricks-and-mortar shopping. This is good news for players such as Florasis and Armani Beauty, which both opened luxurious and **experiential flagship stores** in China at the end of 2022.

*Published with permission from **Jing Daily**. Adapted for clarity and style.*

---

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.