

November 2020 Beauty E-commerce Sales Set Record

In November 2020, beauty e-commerce sales in China set a new record: 75% year-over-year growth, reaching \$3,665M in a single month. Consumers continued to trade up for beauty products. **Here is a closer look.**

Brand flagship stores benefited most from Double 11 sales

82%



Brand flagship stores led with an **82% growth rate**. All store types posted growth in November compared to a year ago.

Cross-border channel continued its high growth rate

November sales via cross-border increased **82%** compared to 75% domestic sales growth.

82%



Tmall dominated cross-border sales with **62% share**. JD grew much faster with 111% growth compared to a year ago.

62%



Chinese consumers continued to trade up

\$150



Products with unit prices **higher than \$150** registered high growth.

All supercategories posted growth

87%



Skincare grew **87% YOY**.

Given that COVID-19 was well controlled in China, it is expected that beauty industry growth will continue and new channels, such as cross-border, will expand their penetration.

Source: The NPD Group/China Beauty E-commerce Tracker, November 2020



If you have questions, or if we can support your business in any way, please contact Samuel Yan at +86 (21) 62753222 ext. 303 or email samuel.yan@npd.com.

