

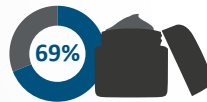
2020 Beauty E-commerce Sales Set a New Record

In 2020, beauty e-commerce sales in China set a new record, reaching \$11B. Here is a closer look.

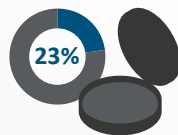
All supercategories posted growth compared to a year ago

Beauty e-commerce sales showed a strong recovery from COVID-19's impact.

Skincare
the largest supercategory in 2020
\$7.6B



Makeup
the 2nd largest supercategory in 2020
\$2.5B



Brand flagship stores still dominate beauty e-commerce sales

Brand flagship stores
generated beauty e-commerce sales
\$7.7B

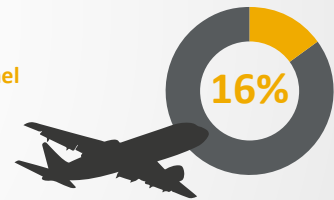


Direct stores
generated beauty e-commerce sales
\$1.7B



Cross-border channel's high growth rate continued in 2020 due to China's travel ban

Sales in the
Cross-border channel
reached
\$1.7B



Cross-border sales generated more sales during the shopping festival periods:



Mar **12%**
boosted by Women's Day

Jun **14%**
boosted by 618

Sep **10%**
boosted by Double 11

“

The beauty e-commerce industry is likely to maintain its strong double-digit growth in China in 2021, especially as more consumers get vaccinated. When masks and social distancing are no longer required, makeup and fragrances will post stronger growth.

”

Samuel Yan
E-commerce Commercial Lead, China, The NPD Group

Source: The NPD Group/China Prestige Beauty E-commerce Tracker, 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.

