

CHINA'S DOMESTIC COSMETIC BRANDS IN THE SPOTLIGHT: UNLOCK THE EMERGING “GUOCHAO” TREND IN CHINA

Makeup is inevitably one of the most enjoyable beauty routine for almost every urban woman. With increasing earning and spending power of women, China's cosmetic sector has been surging rapidly in recent years. According to Statista, cosmetic retail sales value of cosmetic products in China is forecasted to exceed 439 billion yuan by 2024. Meanwhile, the emerging trend of “Guochao (国潮, national tide)” has steadily driven demand for Chinese domestic cosmetic brands that incorporate Chinese traditional culture and style.

Leveraging iAudience's data analytics, we have traced and profiled Chinese netizens who browsed Chinese domestic cosmetic brands, highlighting their audience profiles, preferences and online behaviors to provide insightful information for global marketers to capture the lucrative consumer market in China.

AUDIENCE DEMOGRAPHICS

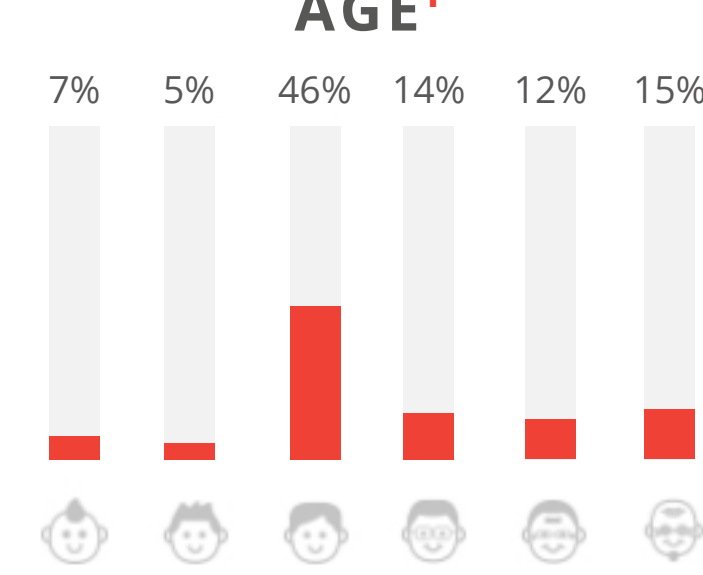
BRAND SCALE

**2.3M**As of 19th October 2021

GENDER

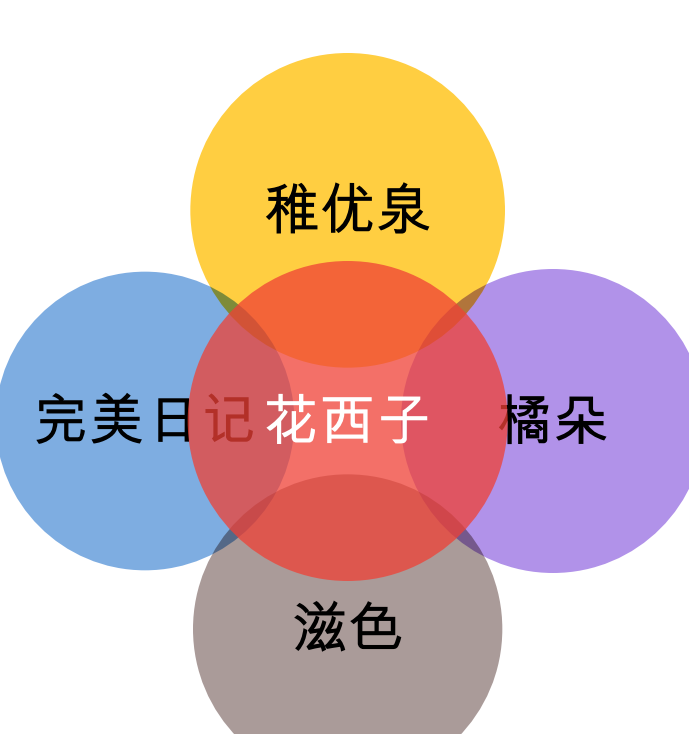
**15%****85%**

AGE¹



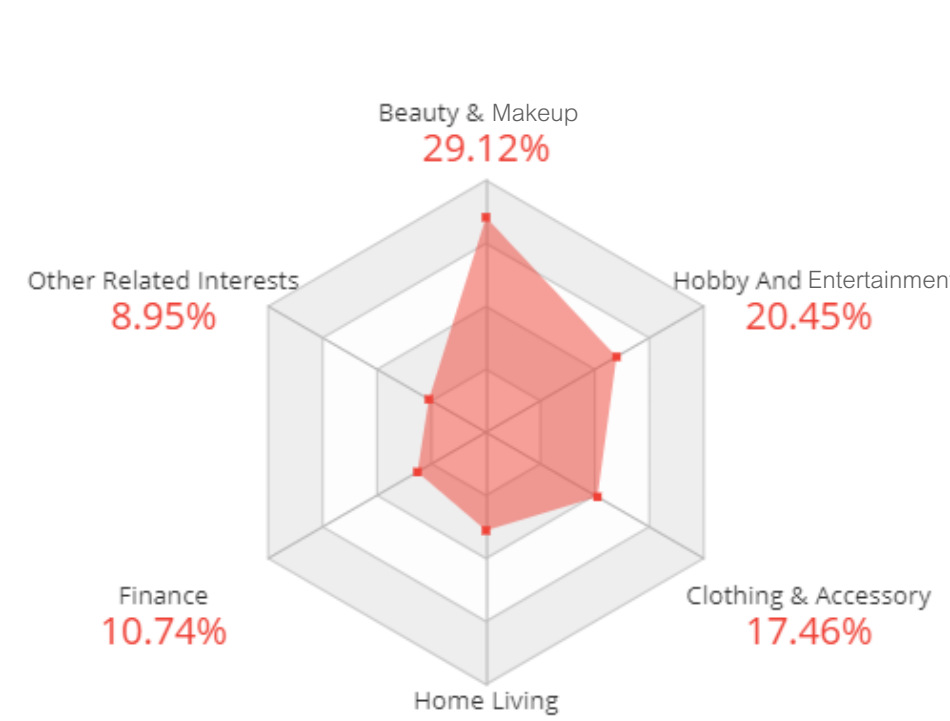
0-17 18-24 25-34 35-44 45-54 55+

MARKET LANDSCAPE OF CHINESE DOMESTIC COSMETIC BRANDS²



● Florasis (花西子)		2.30M
● Judydoll (橘朵)		2.24M
● Chioture (稚优泉)		2.20M
● Zeesea (滋色)		2.17M
● Perfect Diary (完美日记)		2.13M

AUDIENCE INTERESTED CATEGORIES



Beauty & Makeup

1. Specific Beauty
2. Makeup
3. Facial Products
4. Personal Care Concerns
5. Facial Care Products

Hobby & Entertainment

1. Hobby
2. Leisure & Entertainment
3. Shopper Preferences
4. Regional Content Preference
5. Entertainment Content T...

Clothing & Accessory

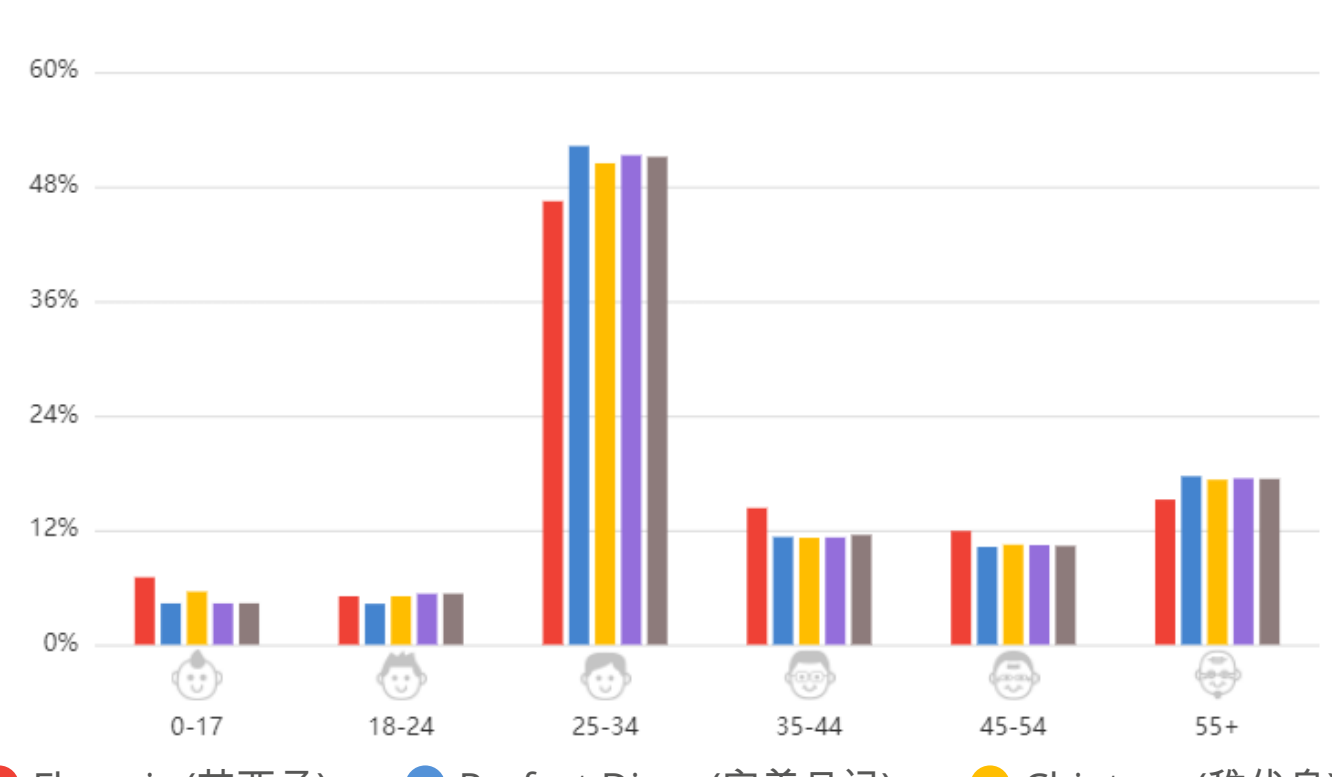
1. Ladies' Wear
2. Men's Wear
3. Kids' Wear
4. Women's Clothing
5. Women's Accessories

AUDIENCE INTERESTED KEYWORDS³⁻⁵

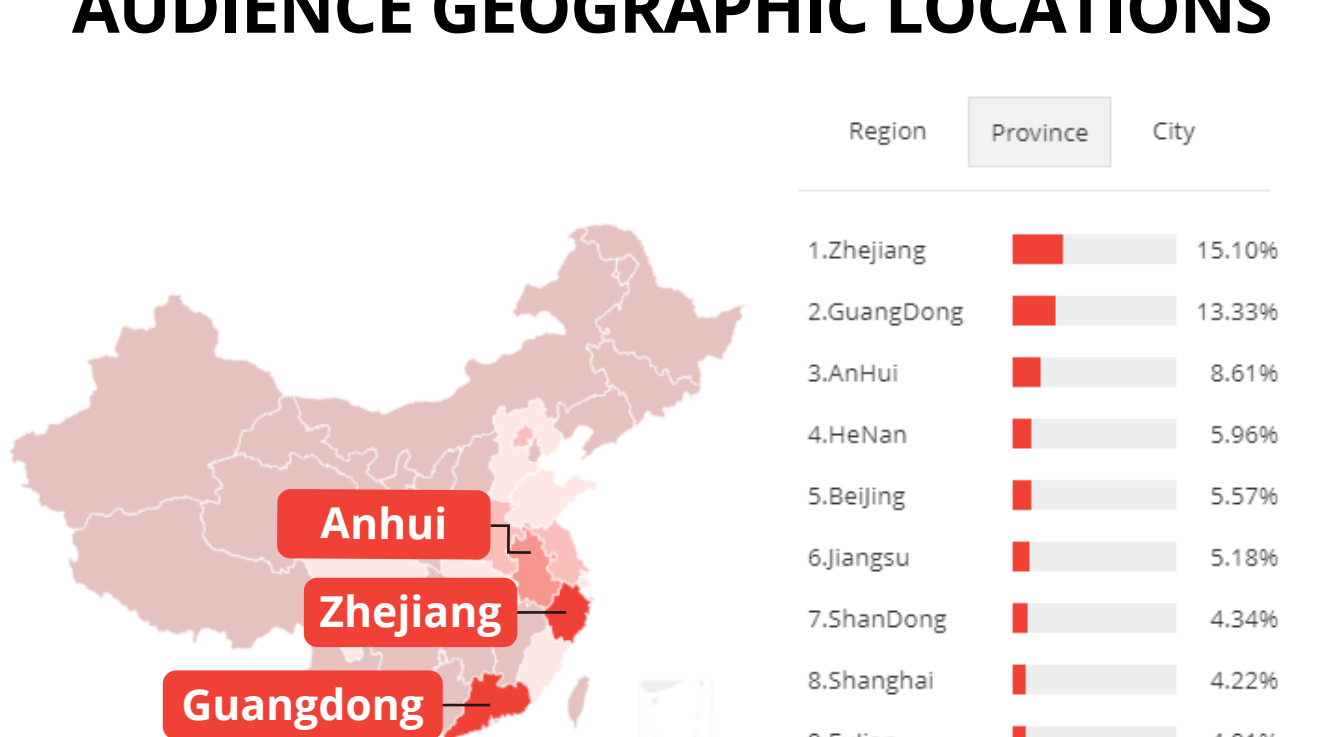
- **Cosmetics and Beauty Trends:** Chinese Style¹, Xiangyun Pattern², Vintage Style³
- **Online / E-Commerce Platforms:** Tmall⁴, JD.com⁵, YOKA⁶
- **Cosmetic Products Safety:** Counterfeit Cosmetics⁷, Cosmetic Ingredients⁸, Product filling⁹, National Medical Products Administration (NMPA)¹⁰



BRAND PREFERENCE INDEX BY AGE



AUDIENCE GEOGRAPHIC LOCATIONS

¹⁻⁵Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Oct 2021

KEY INSIGHTS ON CHINESE AUDIENCE BROWSING CHINA'S DOMESTIC COSMETIC BRANDS RELATED TOPICS

**01**

China's domestic cosmetics products become more popular among **Young Female Adults (25-34)**.

02

The rise of **Guochao** trend among younger Chinese generation has intensified **Competition** among China's domestic cosmetic brands.

**03**

Audiences tend to browse, compare and purchase cosmetic products via **Online Platforms**, such as Tmall, JD.com and YOKA.

04

Audiences tend to conduct researches on **Cosmetic Ingredients** before consumption.

**05**

Audiences concern about **Cosmetic Products Safety** and value the **Supervision Actions** performed by governmental regulatory institutions.

