

Building Digital Resilience in Asia: How Companies are Adapting to Disruptive Technologies and Changing Consumer Behavior

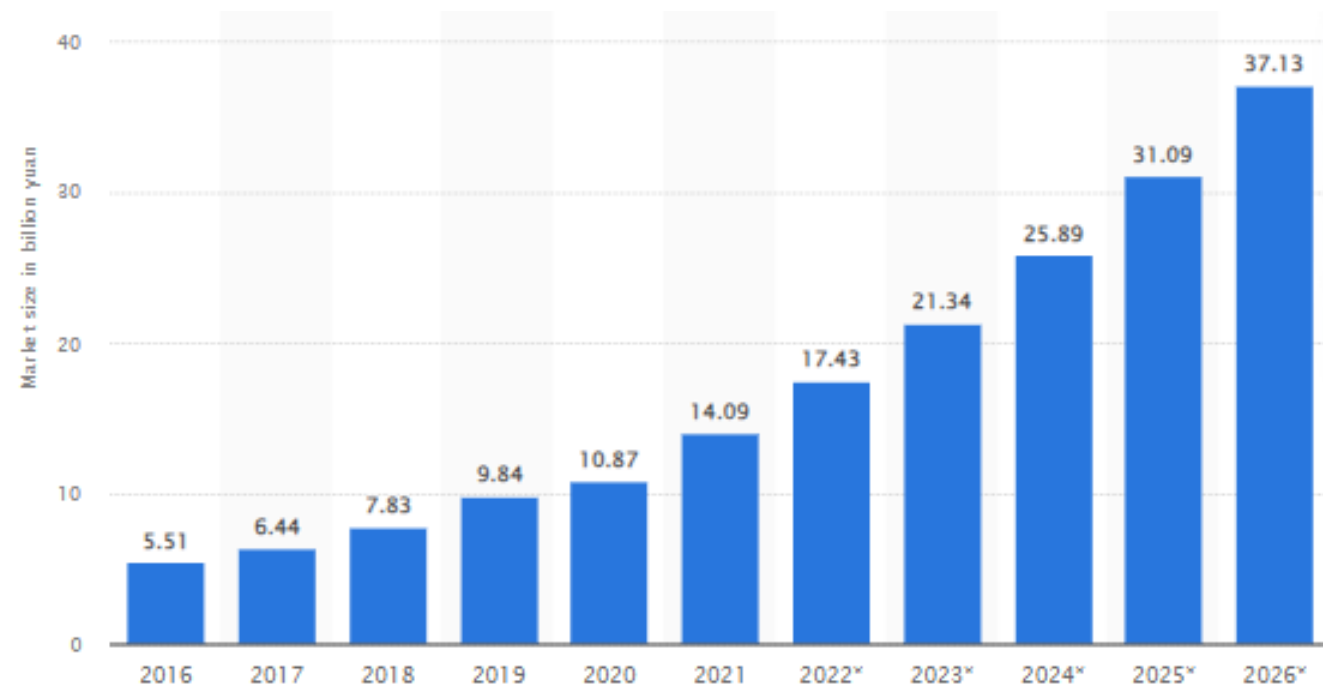
HISTORICAL CHINA DIGITAL SALES FRAGRANCES

■ RETAIL GROCERY STORE
■ BEAUTY RETAIL STORE
■ SHOPPING MALL
■ E-BUSINESS
■ DIRECT SALES



Source: Ourui International

2024 – 2026 CHINA FRAGRANCES SALES

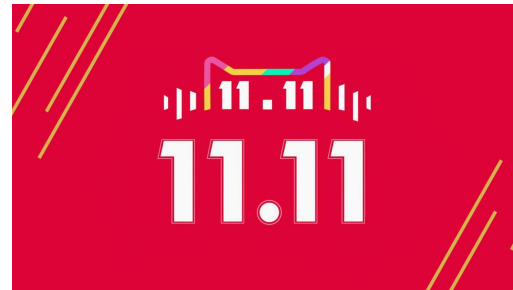


Source: Statista

MARKET TRENDS #1: PROUDLY MADE IN CN



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The market share of domestic makeup products increased from 25% in 2022 to 33%

MARKET TRENDS #1: PROUDLY MADE IN CN



MARKET TRENDS #1: PROUDLY MADE IN CN

11

Domestic skincare products occupied 11 spots in the top 20 list of skincare products on Douyin.

MARKET TRENDS #1: PROUDLY MADE IN CN

**RESEARCHING
INGREDIENTS**

MARKET TRENDS #1: PROUDLY MADE IN CN

RESEARCHING INGREDIENTS

Such as PERFECT DIARY's CELLERGY™, Pechoin's Collagen Firming Peptide, OSM's Zhen Bai Yin Pro, etc.

MARKET TRENDS #2: VALUE FOR MONEY

The growth rate of online sales in China in 2023 has slowed by 11.1% with consumers placing more emphasis on cost-effectiveness.

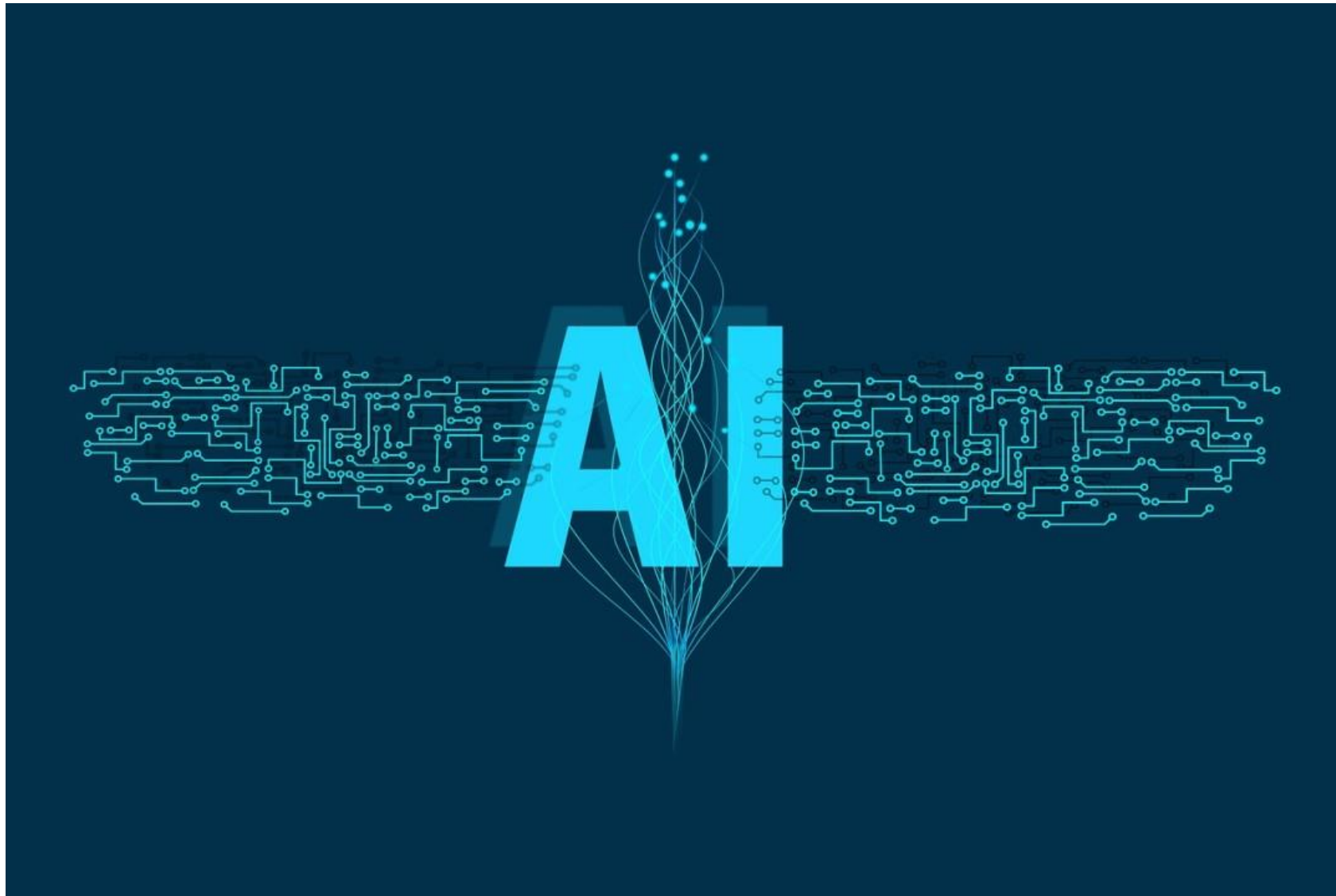
MARKET TRENDS #2: VALUE FOR MONEY

The "price war" in the e-commerce sector lasted from 6.18 to 11.11. Taobao, Tmall, and JD.com all launched channels with billions of subsidies to create a perception of low prices.

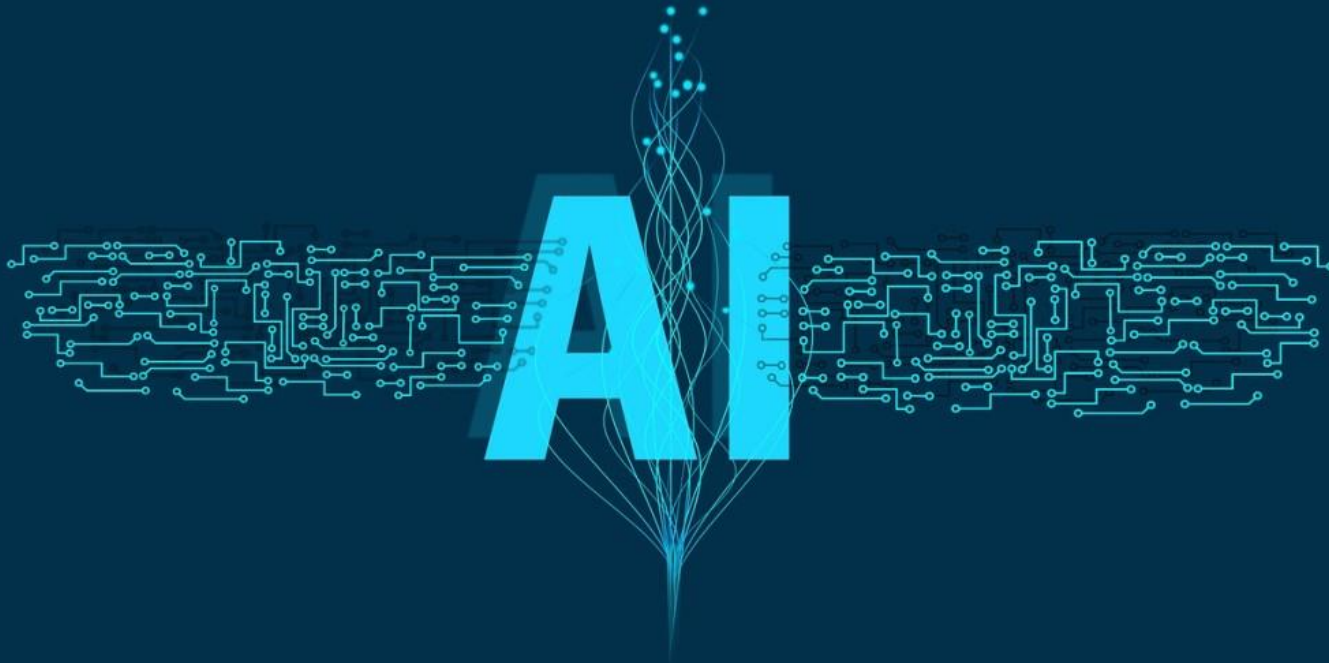
MARKET TRENDS #2: VALUE FOR MONEY

The growth of live streaming e-commerce during last year's 6.18 and 11.11 was 27.6% and 18.6%, respectively, far higher than the growth of traditional e-commerce, which was 5.4% and -1%.

MARKET TRENDS #3: AI IMPLEMENTATION



MARKET TRENDS #3: AI IMPLEMENTATION



**Image
Generation**

Wanxiangtai

Wenwen



Wenwen

HOW THE GIANTS ARE MOVING IN AI



Announced a partnership with AI technology company Moodify to develop perfumes



Released the first domestic AI skin data analysis group standard



Launched an AI skin analyzer that provides personalized skin assessment scores and skincare recommendations;



Unilever

Has developed over 200 patents using AI

HOW THE GIANTS ARE MOVING IN BUSINESS

L'ORÉAL



TO SUMMER 观夏

- Founded in 2018, L'Oréal investment in 2024
- Price range: 300-1000+ rmb (38-130+ euros)
- Sales channels: WeChat store, LRB, Tmall, B&M

ESTÉE LAUDER



MELT SEASON

- Founded in 2020, Estée Lauder investment in 2023
- Avg price: 900-1300 rmb (120-170 euros)
- Sales channels: WeChat store, B&M

PUIG



SCENT LIBRARY 气味图书馆

- Founded in 2009, Puig investment in 2021
- Avg price: 100-300 rmb (12-38 euros)
- Sales channels: Tmall, JD, WeChat store, Douyin, B&M

HOW TO APPROACH THE FUTURE

**BE
LOCAL**

**BE of
VALUE**

**BE
INNOVATIVE**

#STAYINTOUCH



Luca Buratti

Global Head of eBusiness @ Angelini Beauty | CRM
Strategy, Customer Care

