

# Paths and Methods for Foreign Cosmetic Companies Entering the Chinese Market

Compiled by: [chinaentryhub.com](http://chinaentryhub.com) China Market Access Service Center

January 2026

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## 1. Overview and Opportunity Analysis of the Chinese Cosmetics Market

### 1.1 Market Size and Growth Trends

The Chinese cosmetics market has become one of the most attractive beauty consumer markets globally. According to authoritative data released by the China National Fragrance, Flavor and Cosmetics Industry Association, the total transaction volume of China's cosmetics market reached 1.073822 trillion yuan in 2024, a year-on-year increase of 2.8%, exceeding the one-trillion-yuan mark for two consecutive years. From a global perspective, there are differences in the international valuation of China's cosmetics market size in 2024. Fortune Business Insights estimates it at 38.9 billion US dollars, while Data Bridge Market Research's valuation is as high as 57.5 billion US dollars. These differences mainly stem from variations in statistical standards and exchange rate calculations.

Despite a slowdown in market growth in 2024, China's cosmetics industry has demonstrated strong resilience and long-term growth potential. Historical data shows that the market size of the domestic cosmetics industry has grown from 350.2 billion yuan in 2019 to 466.4 billion yuan in 2024, with a compound annual growth rate (CAGR) of 5.9%. More importantly, it is expected to continue climbing at a CAGR of 7.9% from 2024 to 2029, potentially exceeding 681.3 billion yuan by 2029. This growth performance is significantly better than that of international brands in China.

In terms of product structure, skincare products still dominate the market. By 2024, the size of China's skincare market reached 451.4 billion yuan, accounting for 48.3% of China's cosmetics consumption market. This data indicates that skincare needs remain the core demand of Chinese consumers, providing broad market space for foreign skincare brands.

Notably, while the overall market maintains growth, the imported cosmetics market shows a different trend. In 2024, the total import volume of cosmetics in China was 324,778.8 tons, a year-on-year decrease of 9.4%; the import value was 116.08 billion yuan, a year-on-year decrease of 7.9%. Compared with the peak of 161.3 billion yuan in 2021, the import value of cosmetics in 2024 decreased by 45.22 billion yuan, a drop of nearly 30%. This phenomenon reflects that China's cosmetics market is undergoing structural adjustments, with enhanced competitiveness of domestic brands. It also means that foreign brands need more precise market strategies to succeed in China.

## 1.2 Consumer Group Characteristics and Demand Insights

China's cosmetics consumer groups exhibit distinct younger and diversified characteristics. According to the latest market research data, Generation Z (born between 1995 and 2010) accounts for 25% of the total population but contributes over 60% of cosmetics consumption, having become the absolute main consumer force. In terms of specific age distribution, post-90s respondents account for the highest proportion at 31.47%, followed by post-00s at 30.98%, post-80s at 27.70%, and post-70s at 9.85%.

From a gender perspective, women remain the main consumers of cosmetics, accounting for 82.39%, while men account for 17.61%. However, it is worth noting that men's cosmetics consumption is growing rapidly, with a proportion approaching 30%. Especially with the rise of the "male beauty economy," base makeup products that create a clean and natural "bare-faced" effect are popular among young men, and the proportion of young male consumers from Generation Z and Generation Y continues to rise.

In terms of consumption capacity and behavioral characteristics, significant differences exist among different age groups. Women aged 25-34 have become the core force in skincare consumption, accounting for 45%. This group is in an accelerated period of life, with differentiated consumption power and marital status: 47% are married with children, 77% use skincare products daily, and 42% purchase skincare products every 2-3 months. In contrast, 81% of women aged 18-24 are single, with relatively weak overall consumption power, mainly focusing on rigid needs and small-scale self-indulgence.

Several important trends emerge in consumer preferences. Firstly, the demand for functional products is increasingly strong. Generation Z has a strong demand for "targeted solutions": sensitive skin care accounts for 35% of Generation Z's consumption, and the growth rate of anti-aging product consumption among people under 25 reaches

22%. Secondly, the younger the age, the higher the preference for domestic brands—over 97% of consumers aged 18-24 purchase domestic cosmetics. This phenomenon requires foreign brands to re-examine their positioning and strategies in the Chinese market.

Geographically, high-tier cities remain the core consumer market, with the top 10 consumer cities all being first-tier and new first-tier cities. However, with consumption upgrading and channel sinking, the consumption potential of second and third-tier cities is being released. Young consumers have become the absolute main force of domestic beauty products: people aged 18-34 account for 62% of the skincare market and 68% of the color cosmetics market.

Additionally, the rise of the aging consumer group is noteworthy. The growth rate of cosmetics consumption among people over 60 reached 12% in 2024, far exceeding the overall market growth rate, providing new growth opportunities for cosmetics brands targeting mature consumers.

### **1.3 Regulatory Environment and Access Thresholds**

The regulatory system of China's cosmetics industry is becoming increasingly improved, providing a more transparent and standardized market environment for foreign-funded enterprises. In 2024, the National Medical Products Administration (NMPA) launched a series of important policy reforms aimed at optimizing the registration and filing management of cosmetics and improving the quality of industry development.

One of the most important reforms is the full implementation of electronic submission of cosmetics registration and filing materials starting from September 1, 2024. This means that domestic registrants, filers, domestic responsible persons of cosmetics and new cosmetic ingredients, and cosmetics manufacturing enterprises only need to submit electronic materials through the cosmetics registration and filing information service platform when submitting user information, registration and filing materials for cosmetics and new cosmetic ingredients. Relevant paper materials do not need to be submitted and shall be archived by the enterprise itself. This reform has significantly improved work efficiency and reduced the compliance costs of enterprises.

In terms of review time limits, the regulatory authorities have also made substantial optimizations. The new policy implements classified management for changes to special cosmetics: the review period for high-risk changes such as production processes and safety assessment materials has been shortened from 90 working days to 60 working

days; the review period for low-risk changes such as label samples and production sites has been shortened from 90 working days to 45 working days; registrants are allowed to independently maintain product information for changes that do not involve safety or efficacy claims.

The management of cosmetics safety assessment has also been optimized. Starting from May 1, 2024, classified management has been implemented for cosmetics safety assessment materials, allowing some qualified ordinary cosmetics to submit basic safety assessment conclusions, while the safety assessment report shall be archived by the cosmetics enterprise for inspection. This measure further simplifies the filing process for ordinary cosmetics on the premise of ensuring product safety.

For imported cosmetics, the regulatory requirements are more stringent. According to the "Regulations on the Supervision and Administration of Cosmetics," all imported cosmetics (both special and non-special) must be approved for filing by China's NMPA before sale. Imported cosmetics need to be distinguished between ordinary cosmetics and special cosmetics, which are managed through filing system and registration system respectively.

The registration process for special cosmetics is relatively complex, including multiple links such as authorization of domestic responsible persons, notarization and authentication of power of attorney, document preparation, submission of applications, and technical review. After the NMPA accepts the application, it enters the technical review stage. The review authority will conduct a detailed assessment of safety and the basis for efficacy claims, which may require supplementary materials or communication. Upon passing the review, registration will be granted and a "Cosmetics Registration Certificate" will be issued.

Overall, China's cosmetics regulatory environment is developing in a more scientific, efficient, and convenient direction, providing a more stable and predictable policy environment for foreign-funded enterprises to enter the Chinese market.

## **2. Regulatory Access Paths for Foreign Enterprises Entering the Chinese Market**

### **2.1 Cosmetics Classification and Registration/Filing System**

China implements a strict classified management system for cosmetics market access. Based on product efficacy claims and risk levels, cosmetics are divided into two categories: ordinary cosmetics and special cosmetics, which are managed through different models.

Ordinary cosmetics mainly include general skincare, hair care, body care, nail care, hair removal, deodorant, perfume, and color cosmetics. Such products implement a filing management system. Filers complete the filing after submitting filing materials through the information service platform in accordance with the requirements of the NMPA. The filing process for ordinary cosmetics is relatively simple, with a general processing cycle of 3-5 months.

Special cosmetics include hair dyeing, perming, freckle-removing and whitening, sunscreen, anti-hair loss cosmetics, and cosmetics claiming new efficacy. It should be particularly noted that products claiming hair regrowth, breast enhancement, or body shaping effects are not classified as cosmetics, and the regulatory requirements for such products in the Chinese market are completely different. Special cosmetics implement a registration management system, requiring a more rigorous review process. The processing cycle is usually 6-8 months, and the actual time may be extended to 12-16 months depending on the quality of materials and the complexity of the review.

In terms of filing number rules, domestic products and imported products adopt different coding systems. The filing number format for domestic ordinary cosmetics is: abbreviation of province, autonomous region, or municipality directly under the Central Government + G Zhuang Wang Bei Zi + four-digit year + sequence number of filed products within the administrative region in the current year; the filing number format for imported ordinary cosmetics is: Guo Zhuang Wang Bei Jin Zi (abbreviation of the province, autonomous region, or municipality directly under the Central Government where the domestic responsible person is located) + four-digit year + national sequence number of filed products in the current year.

According to the "Measures for the Administration of Cosmetics Registration and Filing," the following basic materials need to be submitted for cosmetics registration or filing applications:

- "Cosmetics Registration and Filing Information Form" and related materials
- Product implementation standards
- Product name information
- Product label samples

- Product formula
- Product inspection report
- Product safety assessment materials

The electronic reform implemented on September 1, 2024, has brought significant convenience to enterprises. Filers need to submit electronic applications through the NMPA online service hall or the "Cosmetics Registration and Filing Information Service Platform," fill in product basic information, formula, production process, label and other information, and upload complete attachments such as test reports and safety assessment reports.

## **2.2 Detailed Filing Process for Ordinary Cosmetics**

The filing process for ordinary cosmetics has achieved a high degree of electronization and standardization, mainly including the following key steps:

### **Step 1: Preparatory Work**

Before submitting the filing application, the enterprise needs to complete a series of preparatory work. Firstly, confirm the compliance of the product: confirm that the product does not belong to the category of special cosmetics, confirm that all raw materials are included in the "Catalogue of Used Cosmetic Raw Materials" (2021 edition), and confirm that the product name, label, and claims comply with relevant regulatory requirements.

### **Step 2: Preparation of Filing Materials**

Filers need to prepare complete electronic materials, including:

- Subject certification documents of the filer and production enterprise
- Basis for product naming, which must comply with the "Regulations on the Naming of Cosmetics" and the "Measures for the Administration of Cosmetics Labels"
- Product formula, which should provide the standard Chinese name, content, purpose of use, etc., of all raw materials
- Product implementation standards, covering sensory indicators, microbial indicators, physical and chemical indicators, etc.
- Product label samples, which need to display complete information and comply with regulations
- Product inspection report

### Step 3: Online Submission of Application

Filers submit applications through the NMPA online service hall or the "Cosmetics Registration and Filing Information Service Platform." The system will conduct a preliminary verification of the submitted materials to ensure completeness and format correctness.

### Step 4: Filing Announcement

For imported ordinary cosmetics, after the materials are submitted, the system automatically completes the registration of filing information, and the electronic filing certificate (filing number) is obtained. For domestic ordinary cosmetics, the provincial food and drug regulatory department shall organize and complete the verification of whether the product is within the filing scope, whether the filing information is complete, and whether the filing information conforms to the specified form within 5 working days.

### Step 5: Post-Filing Inspection

The provincial food and drug regulatory department shall organize inspections of the filed products within 3 months after filing. If non-compliance is found, it shall order corrections; if violations are found, it shall file a case for investigation and punishment in accordance with the law.

The overall processing cycle for the filing of ordinary cosmetics is generally 3-5 months, which is significantly shorter than that of special cosmetics, providing convenience for foreign-funded enterprises to quickly enter the Chinese market.

## **2.3 Detailed Registration Process for Special Cosmetics**

The registration process for special cosmetics is relatively complex, requiring multiple rigorous review links. The overall cycle is usually 6-12 months, specifically including the following steps:

### Step 1: Authorization of Domestic Responsible Person

For imported special cosmetics, it is first necessary to determine the domestic responsible person and complete the relevant authorization procedures. The power of attorney needs to be notarized and authenticated.

### Step 2: Application for Inspection Account

The reporting entity in China needs to apply for an inspection account first, which is a

prerequisite for product inspection.

#### Step 3: Product Inspection

The inspection cycle for special cosmetics is relatively long, generally 3-4 months, and even longer for sunscreen and anti-hair loss products. Inspection items include multiple indicators such as microorganisms, heavy metals, and toxicology.

#### Step 4: Preparation of Registration Materials

After passing the inspection, complete registration materials need to be sorted out, including product formula, safety assessment report, basis for efficacy claims, etc.

#### Step 5: Submission of Registration Application

Submit the registration application through the NMPA online service hall.

#### Step 6: Formal Review

The accepting authority shall complete the formal review of the application materials within 5 working days from the date of receiving the application and accept it if it meets the requirements.

#### Step 7: Technical Review

Technical review is the most critical link in the entire registration process. The technical review authority shall complete the technical review within 90 working days from the date of receiving the application materials. The review content includes product safety, basis for efficacy claims, rationality of formula, and other aspects.

#### Step 8: Administrative Approval

The NMPA shall review the legality, standardization, and completeness of the technical review process and conclusions within 20 working days from the date of receiving the technical review conclusion and make a decision on whether to approve the registration.

#### Step 9: Issuance of Certificate

The accepting authority shall issue the cosmetics registration certificate or the decision on disapproval of registration to the applicant within 10 working days from the date on which the NMPA makes the administrative approval decision.

It should be noted that if supplementary materials are required during the technical

review process, the applicant needs to complete the supplementary materials within 90 working days, and the review time will be recalculated. Therefore, preparing sufficient and professional application materials is crucial for shortening the registration cycle.

#### **2.4 Choice Between Cross-Border E-Commerce and General Trade**

When foreign cosmetics enterprises enter the Chinese market, they need to choose an appropriate trade method based on their own conditions. Currently, there are two main models: general trade and cross-border e-commerce, each with its own characteristics and applicable scenarios.

The general trade model refers to the traditional import trade method, where products enter the Chinese market for sale after completing customs declaration, inspection and quarantine procedures. Under this model, products need to complete full NMPA registration or filing and obtain the corresponding registration certificate or filing certificate. The advantage of general trade is that products can enter all sales channels, including offline physical stores and e-commerce platforms, with a wide market coverage. However, the disadvantage is the high access threshold, requiring a long preparation time and high compliance costs.

The cross-border e-commerce model refers to directly selling products to Chinese consumers through cross-border e-commerce platforms. According to relevant policies, cosmetics sold through cross-border e-commerce channels can enjoy certain policy concessions, and some products can be exempted from registration/filing requirements. The advantage of cross-border e-commerce is the relatively low access threshold, allowing products to quickly enter the market, which is suitable for new product testing and market validation. However, the disadvantage is the limited sales channels, mainly restricted to cross-border e-commerce platforms, and unable to enter offline physical channels.

When choosing a trade method, enterprises need to consider the following factors:

- Product type: Special cosmetics are recommended to adopt the general trade model to enter a wider range of sales channels
- Market strategy: If planning to fully enter the Chinese market, general trade is an inevitable choice
- Time cost: If hoping to quickly enter the market to test reactions, cross-border e-commerce channels can be used first

- Compliance capacity: General trade has higher compliance requirements and requires stronger local operation capabilities

In recent years, with the implementation of the Hainan Free Trade Port policy, a new choice has emerged. Enterprises can consider entering the Chinese market through Hainan's duty-free channels to enjoy relevant policy preferences.

### **3. Market Entry Strategies for Brands at Different Levels**

#### **3.1 Entry Strategies for Mass-Consumption Brands**

Mass-consumption brands face fierce competition in the Chinese market, especially with the rapid rise of domestic brands. According to market data, the market share of domestic brands reached 55.2% in 2024, and they occupy a dominant position in the mass market. Therefore, foreign mass-consumption brands need to formulate precise market entry strategies.

In terms of product positioning strategy, foreign mass brands should avoid direct competition with domestic brands in the low-price segment. Domestic brands adopt the "ingredient-focused + cost-effective" strategy, with young consumers aged 20-35 contributing over 70% of domestic brand consumption. Foreign brands should give full play to their advantages in R&D, brand history, and international perspective, and transform from "cost-effectiveness" to "quality-effectiveness" by increasing R&D investment, deploying patented ingredients, and launching co-branded IP collaborations.

In terms of pricing strategy, it is recommended to adopt a precise positioning strategy. As shown in some successful cases, pricing core products in the range of 200-500 yuan can avoid the high-end market dominated by international luxury brands and be higher than low-cost no-name products, accurately targeting the emerging middle class and young groups. This pricing strategy can not only reflect brand value but also have certain price competitiveness.

The channel strategy needs to adopt an omni-channel coverage approach. Taking Nivea as an example, when it re-entered the Chinese market, it initially adopted an agency system, and later switched to direct channel construction to gain understanding of consumers and channel control through channel flattening. Starting from 2009, Nivea withdrew from the department store channel and focused on the KA (Key Account)

channel. This channel focus strategy is worth learning from.

Localization strategy is crucial. L'Oreal's successful experience shows that it established a China Business Department in Paris to specialize in researching the Chinese market long before officially entering China. In the 1990s, it set up a China Business Department in its Hong Kong branch to prepare for market development, and set up image counters in Guangzhou, Beijing, Shanghai and other places to test market reactions. This early layout and in-depth research laid the foundation for subsequent success.

In terms of product R&D, foreign mass brands should make full use of their global R&D resources and combine them with the special needs of Chinese consumers. For example, with the launch of Beiersdorf Group's Shanghai Innovation Center, Nivea integrated international breakthrough technologies with Chinese innovations to customize products for local consumers, such as the Nivea double-tube body essence series and the men's hydrating essence lotion "Little Blue Tube".

### **3.2 Entry Strategies for Professional Line Brands**

The professional line cosmetics market is showing rapid growth in China, especially the home beauty market, which has exceeded 100 billion yuan in size. Advanced skincare consumption pursuing salon-level effects and DIY rituals has surged by 65% year-on-year. This provides huge market opportunities for foreign professional line brands.

Target channel positioning is the key to the success of professional line brands. According to industry data, the beauty salon channel accounts for over 60% of the professional line market. Therefore, foreign professional line brands need to focus on professional channels such as beauty salons, professional beauty institutions, and individual beauticians.

In terms of brand positioning, it is recommended to adopt a "professional + technology" strategy. Taking SkinCeuticals as an example, it is known as the "ceiling of ingredients" and has become the most trusted partner of beauticians with its scientific golden ratio and visible improvement effects. From 2016 to 2021, SkinCeuticals' sales in China achieved a CAGR of 80.7%. In the first three quarters of 2024, the revenue of L'Oreal's SkinCeuticals department was approximately 41.748 billion yuan, a year-on-year increase of 11.3%, leading the other three departments under L'Oreal with a double-digit growth rate.

Product line planning should be based on market research and brand positioning, including product types, price ranges, target markets and other factors. The product lines of professional line brands usually include:

- Professional care products (needing to be used under the guidance of professionals)
- Home care products (for daily use by consumers)
- Supporting tools and equipment

The establishment of a technical service system is crucial. Professional line brands not only sell products but also provide professional technical support and services. This includes:

- Providing technical training for cooperative institutions
- Establishing standardized service processes
- Providing marketing and operational support

Brand cooperation models can be diversified. In addition to directly cooperating with beauty salons, cooperation can also be established with medical beauty institutions, plastic surgery hospitals, etc. For example, some Korean professional salon brands have dozens of functional mask powders covering various skin types and problems, which have been verified by tens of thousands of beauty salons in South Korea for a long time with stable quality.

### **3.3 Entry Strategies for Professional Line Brands (Continued)**

When entering the Chinese market, professional line brands also need to pay attention to the following aspects:

Market education is an important challenge faced by professional line brands. Chinese consumers have a relatively low awareness of professional line products, requiring continuous market education to enhance awareness. This can be done through organizing professional lectures, training courses, salon activities, etc.

Channel management needs to be more refined. The sales of professional line products usually rely on recommendations from professionals, so it is necessary to establish a sound channel management system, including:

- Strict dealer selection criteria
- Regular training and assessment mechanisms
- Unified price management system
- Professional after-sales service support

Compliance requirements also need special attention. Professional line products often have specific efficacy claims, which need to ensure compliance with China's regulatory requirements. At the same time, some professional line products may be classified as special cosmetics and need to go through the corresponding registration process.

### 3.4 Entry Strategies for High-End Luxury Brands

High-end luxury brands adopt differentiated entry strategies in the Chinese market, mainly maintaining brand premium through scarcity marketing and experiential services. According to market trends, the business model of luxury goods is shifting from selling products to selling services, and providing one-stop lifestyle services has become the development direction.

Brand positioning and cultural integration are the keys to success. Taking Lancôme as an example, it fully utilizes French cultural symbols, combines the brand with an elegant and romantic image, and shows the pursuit of high-quality life as soon as it enters the Chinese market. Lancôme creatively proposed the new product category concept of "essence lotion". Its Génifique Youth Activating Concentrate pioneered the "microbiome balance" skincare concept, containing over 500 strains, which is suitable for the microecological disorders of Asians.

In terms of channel strategy, high-end brands are undergoing structural adjustments. On the one hand, they continue to consolidate their core position in first-tier cities; on the other hand, they gradually sink to second and third-tier cities. In 2024, Lancôme newly entered shopping malls in third-tier cities such as Changji in Xinjiang and Jinhua in Zhejiang; La Mer expanded into non-first-tier markets such as Changchun and Lanzhou, with 9% of the newly added counters in 2024 located in the sinking market.

Digital transformation has become a must for high-end brands. Lancôme was the first high-end beauty brand to launch an official website in China and the first to enter Tmall and open a flagship store. This forward-looking digital layout laid the foundation for its success in the Chinese market.

Experiential marketing is an important means to maintain brand premium. The offline stores of high-end brands are being upgraded into experience and service scenarios based on digitalization, and the trend of "one city, one store, one network" is expected in the future. By providing personalized consulting services, customized product experiences,

high-end after-sales services, etc., to enhance consumers' brand loyalty.

Localization innovation is also accelerating. For example, selecting plants with Chinese cultural recognition such as sweet osmanthus and water lily as core raw materials, and launching specially designed limited-edition gift boxes for important gifting occasions such as Qixi Festival, Mid-Autumn Festival, and New Year. This cultural integration can not only attract consumers but also enhance the brand's localized image.

Pricing strategy needs to balance multiple factors. High-end brands need to maintain their luxury positioning, but also consider the price sensitivity of Chinese consumers. By launching product lines at different price points, they can not only meet the needs of high-end consumers but also attract more potential consumers.

#### **4. In-Depth Analysis of Three Major Market Channels**

##### **4.1 Public Domain Market: Operation Strategies for Major E-Commerce Platforms**

The pattern of public domain e-commerce platforms in China's cosmetics market is undergoing profound changes. According to the latest data, the online transaction scale of China's cosmetics market reached 691.052 billion yuan in 2024, a year-on-year increase of 5.86%, accounting for as high as 64.35%. In terms of specific platform distribution, there is a clear differentiation trend.

Although Taobao-Tmall maintains a leading position, its growth momentum has slowed down. In 2024, Taobao-Tmall's GMV reached 243.1 billion yuan, a year-on-year decrease of 10%. Its market share dropped from 41.1% to 21.52%. This is mainly affected by other platforms, especially short video platforms.

Douyin has become the fastest-growing platform. In 2024, Douyin's GMV reached 210.3 billion yuan, with a growth rate of 24.83%, and its market share rose from 37.8% to 19.8%, approaching Taobao-Tmall's market share. Douyin's advantage lies in its strong content ecosystem and algorithm recommendation capabilities, which can achieve a closed loop of "seeding - conversion".

JD.com maintained steady growth, with GMV reaching 53.8 billion yuan, a growth rate of 9%, and a market share of 11.6%. JD.com's advantages in quality assurance and logistics

and distribution make it an important choice for high-end cosmetics brands.

Kuaishou's GMV reached 31.368 billion yuan, basically the same as last year, mainly serving users in the sinking market.

For foreign cosmetics brands, choosing an appropriate platform combination strategy is crucial:

Tmall Global is suitable for high-end skincare, anti-aging, and medical cosmetics. It has high credibility among high-end consumer groups and is suitable for foreign brands with higher positioning.

JD.com Global is more suitable for functional beauty products and products with clinical efficacy claims. JD.com's logistics advantages and quality assurance system can well meet the needs of such products.

In terms of specific operation strategies, foreign brands need to pay attention to the following points:

Content marketing has become the core of e-commerce operations. Especially on short video platforms such as Douyin, brand awareness can be quickly established through KOL cooperation, product trials, efficacy demonstrations, etc.

Live streaming e-commerce is becoming increasingly important. During the Double 11 period in 2024, the live streaming GMV of Taobao-Tmall accounted for 50.1% of the overall market, with a year-on-year increase of 29.3%; Douyin's market share was 26.7%, with a year-on-year increase of 27%.

Data-driven operations can improve efficiency. By analyzing user behavior data, optimize product recommendations, pricing strategies, marketing investment, etc., to achieve precise operations.

#### **4.2 Private Domain Market: WeChat Ecosystem and Brand Self-Live Streaming**

The private domain market is becoming an important position for cosmetics brands to achieve in-depth user operation and value mining. Especially the WeChat ecosystem, with its huge user base and improved commercial infrastructure, provides brands with rich private domain operation tools.

The private domain layout of the WeChat ecosystem includes multiple touchpoints such as official accounts, WeChat Work, WeChat groups, mini-programs, and video accounts. Successful brands build a complete user operation system through these touchpoints. Taking Winona as an example, it accurately targets sensitive skin groups aged 18-30 through WeChat Moments ads, attracts users to place orders on mini-programs with flash sale prices and other preferential activities, or attracts users to follow official accounts through celebrity Moments.

WeChat Work has become a core tool for private domain operations. Afu Essential Oil has built a sound private domain system through WeChat Work. When users scan the code to add WeChat Work, they will automatically receive an invitation to join the group and the way to receive the gift package. Users need to scan the QR code, fill out a questionnaire, and place any order of 60 yuan to receive the gift package. This precise user acquisition and conversion process effectively improves user quality and conversion rate.

Community operation is an important part of private domain operations. The community operator "Luoli" of Afu Essential Oil shares product usage tutorials and skincare tips in the community, and also chats with community users about daily life, making users believe that they are communicating with a real person, successfully establishing the persona of "personal skincare consultant" and "intimate housekeeper".

Video account live streaming is becoming a new growth point. Data shows that the overall video account live streaming market has achieved more than three times the rapid growth. As a TOP3 industry in GMV, beauty products' business is significantly driven by gifting nodes. The brand's official mini-program is the largest transaction entry in WeChat, and the brand's self-operated private domain position is the cornerstone of building user loyalty.

Brand self-live streaming has become an important form of private domain operations. Brands that switched to the "self-live streaming + private domain" combination strategy in 2024 established "ingredient laboratory" live streaming rooms on Douyin, built professional trust by real-time analyzing product ingredient efficacy, and at the same time precipitated users into private domain communities to provide customized skincare solutions, achieving an industry-leading repurchase rate of 42%.

Social fission can achieve user growth. The "Everyone is Giving" section of WeChat forms a fission effect through social networks. Recipients may be converted into new customers and follow the brand store, forming a private domain traffic pool. During the gray-scale test in December 2024, the sales of beauty products in WeChat Stores surged by 180% month-on-month.

For foreign brands, entering the private domain market requires attention to the following strategic points:

Localization operation is crucial. Foreign brands need to deeply understand the social habits and preferences of Chinese consumers and design private domain operation plans that conform to local characteristics.

Content localization needs to be strengthened. From WeChat Moments copy to community interaction content, it needs to conform to the language habits and cultural background of Chinese consumers.

Compliance operation cannot be ignored. Private domain operations involve advertising and promotion, consumer rights protection and other aspects, which need to ensure compliance.

### 4.3 Offline Business: Traditional Channels and Emerging Formats

Despite the rapid development of online channels, offline business is still an important part of the cosmetics market. In 2024, the scale of offline channels was 382.77 billion yuan, accounting for 35.65%. Offline channels not only assume the sales function but also are important places for brand image display and consumer experience.

Traditional department store channels are still an important position for high-end brands. Department store channels account for 19.44%, and are the preferred channels for high-end cosmetics brands to establish brand image and provide high-quality services. Taking Lancôme as an example, by setting up flagship stores in core department stores of first-tier cities and providing one-on-one professional consulting services, it effectively maintains the brand's high-end positioning.

Watsons, as the largest personal care retailer, has nearly 4,000 stores and over 65 million members in more than 500 cities in mainland China. Watsons' advantages lie in its wide coverage and professional services. The first 1/3 of the store is for makeup testing and

product counters, and the latter 2/3 is for skincare products, toiletries, etc. For mass-consumption brands, Watsons is an important channel to quickly enter the market and reach consumers.

Beauty collection stores have become an emerging offline format. For example, ADF high-end beauty collection stores adopt standardized management and operation, with franchisees participating in it to form a "community of destiny". This model not only ensures the unity of brand image but also gives partners sufficient operational autonomy.

The duty-free store channel is becoming increasingly important. The downtown duty-free store in Guangzhou is located in the core business district of the city, adjacent to business and tourism landmarks such as the Canton Tower and Taikoo Hui. It innovatively constructs a "duty-free + taxable" dual-track model, realizing the consumption closed-loop service of "urban shopping + airport pickup".

Experiential retail has become the development direction of offline channels. The traditional shelf sales model is transforming into experiential services, enhancing consumers' shopping experience and brand loyalty by providing personalized consulting, professional skincare guidance, customized services, etc.

For foreign brands, the offline channel strategy needs to consider the following factors:

Optimization of channel combination. According to brand positioning and target groups, select an appropriate channel combination. High-end brands focus on laying out department stores in the core business districts of first-tier cities, while mass brands can quickly cover the market through personal care stores such as Watsons.

Localized services. The professional level and service attitude of offline service personnel directly affect the brand image, which requires strengthening training to ensure service quality.

Digital empowerment. By introducing technologies such as intelligent makeup testing and personalized recommendations, improve the offline shopping experience and realize in-depth integration of online and offline.

## 5. Cooperation Methods and Service System

### 5.1 Necessity of Market Access Services

The regulatory system of China's cosmetics market is becoming increasingly improved, but it also means higher access thresholds. For foreign-funded enterprises, understanding and responding to complex regulatory requirements, cultural differences, and market challenges is a huge challenge. Professional market access services can provide enterprises with comprehensive support, significantly reduce entry risks, and improve success rates.

Regulatory complexity is the primary challenge faced by foreign-funded enterprises. China's cosmetics regulations involve registration and filing, label management, advertising review, quality and safety, and other aspects, and are updated frequently. The full implementation of the electronic reform starting from September 1, 2024, although improving efficiency, also puts forward new requirements for enterprises' digital capabilities. Professional service institutions can timely grasp the latest policy trends to ensure enterprises' compliant operations.

Cultural and language barriers increase communication costs. From product naming to marketing copy, from label design to customer service communication, it needs to conform to the cultural habits and language expressions of Chinese consumers. The localized team of professional service institutions can provide accurate cultural adaptation suggestions.

Time and cost control are crucial. For foreign-funded enterprises, time is money. Professional service institutions are familiar with the entire process, which can effectively shorten the access time and reduce trial and error costs. For example, the filing cycle for ordinary cosmetics is 3-5 months, and professional services can ensure one-time approval, avoiding delays due to incomplete or non-compliant materials.

Risk management requires professional support. The cosmetics industry involves consumers' health and safety. Once a quality problem occurs, the damage to the brand image is immeasurable. Professional service institutions can help enterprises establish a sound quality management system and reduce compliance risks.

### 5.2 Introduction to ChinaEntryHub's Service System

As a professional China market access service center, ChinaEntryHub provides foreign

cosmetics enterprises with comprehensive and one-stop market entry solutions. Our service system covers the entire value chain from market research to product launch, ensuring that enterprises can enter the Chinese market smoothly and efficiently.

Market research and strategic consulting. Our professional team conducts in-depth research on China's cosmetics market, analyzes key information such as market trends, competitive landscape, and consumer preferences, and formulates tailored market entry strategies for enterprises, including product positioning suggestions, pricing strategy formulation, and channel selection guidance.

Regulatory compliance services. As a leading compliance service provider in the industry, we offer the following core services:

- Full agency for cosmetics registration and filing, including ordinary cosmetics filing and special cosmetics registration
- Consulting and agency services for new raw material filing
- Label compliance review to ensure compliance with the "Measures for the Administration of Cosmetics Labels"
- Domestic responsible person services to provide compliant domestic responsible subjects for imported enterprises

Product testing coordination. We have established long-term cooperative relationships with multiple national recognized testing institutions, and can provide convenient product testing coordination services for enterprises, including microbial testing, heavy metal testing, toxicology tests, etc.

Supply chain management support. From raw material procurement to finished product distribution, we provide full-process supply chain management consulting, including:

- Raw material compliance assessment to ensure all raw materials meet China's regulatory requirements
- Suggestions for production process optimization
- Logistics and warehousing solutions
- Import customs declaration and clearance services

Channel docking services. With profound industry resources, we help enterprises quickly connect with suitable sales channels:

- Guidance for e-commerce platform entry, including mainstream platforms such as

Tmall, JD.com, and Douyin

- Offline channel expansion, including department stores, Watsons, beauty collection stores, etc.
- Cross-border e-commerce platform docking
- Private domain operation system construction

Marketing and promotion support. Our services also extend to the market promotion stage:

- Formulation of brand localization strategies
- Social media marketing suggestions
- KOL cooperation docking
- Content marketing plan planning

Continuous compliance maintenance. Market access is not a one-time work but a continuous process. We provide:

- Product change and renewal services
- Regulatory update training
- Annual compliance review
- Adverse event monitoring and handling

### **5.3 Analysis of Successful Cooperation Cases**

The following are several successful cooperation cases with ChinaEntryHub, showing how we help different types of foreign cosmetics enterprises successfully enter the Chinese market.

#### **Case 1: Rapid Access of a European High-End Skincare Brand**

This brand is a well-known European medical skincare brand with multiple patented ingredients. Before cooperating with ChinaEntryHub, the brand tried to apply for registration independently but was rejected due to insufficient understanding of Chinese regulations.

- Cooperation content: We provided full-process services from formula adjustment to registration application
- Service results:
  - Redesigned product formula in line with Chinese regulations
  - Prepared complete registration materials, including safety assessment report
  - Coordinated professional testing institutions to complete product inspection

- Obtained the special cosmetics registration certificate in only 8 months (the industry average time is 12-16 months)
- Helped establish cooperative relationships with top domestic medical beauty institutions
- Business results: The product was quickly recognized by the market after its launch, with sales exceeding 50 million yuan in the first year

#### Case 2: Omni-Channel Layout of a Korean Color Cosmetics Brand

This Korean color cosmetics brand has performed well in the local market but is not familiar with China's channel system.

- Cooperation content: We provided comprehensive services including market research, channel docking, and marketing promotion
- Service results:
  - Determined the market positioning targeting young consumers through in-depth market research
  - Assisted in completing the entry of Tmall Global flagship store, completing all preparations in only 1 month
  - Connected with more than 100 beauty KOLs to quickly establish brand awareness through short videos and live streaming
  - Helped establish a WeChat Work private domain operation system, accumulating 50,000 private domain users in 3 months
- Business results: GMV exceeded 20 million during the 618 period, becoming a dark horse brand in the Tmall Global color cosmetics category

#### Case 3: Localization Transformation of an American Professional Line Brand

This American brand focuses on salon products, with advanced skincare technology, but its product packaging and marketing methods are too Westernized.

- Cooperation content: We helped it carry out comprehensive localization transformation
- Service results:
  - Redesigned product packaging in line with Chinese consumers' aesthetic preferences
  - Localized English product names, retaining brand connotation while conforming to Chinese expression habits
  - Assisted in establishing cooperative relationships with the China Beauty Association
  - Trained more than 500 professional beauticians and established a standardized service system
  - Helped develop a home care product line suitable for the Chinese market

- Business results: Established cooperative relationships with more than 2,000 Chinese beauty salons, serving over 100,000 customers annually

#### Case 4: Cross-Border E-Commerce Breakthrough of a Japanese Niche Brand

This Japanese brand is a family-owned enterprise with excellent product quality but lacks international experience.

- Cooperation content: We formulated a market entry strategy from 0 to 1 for it
- Service results:
  - Selected cross-border e-commerce as the first step to avoid complex registration processes
  - Assisted in completing the entry of JD.com Global and enjoyed new store support policies
  - Accumulated more than 100,000 fans on Xiaohongshu through precise content marketing
  - Established a sound logistics and after-sales service system
- Business results: The monthly sales volume of cross-border e-commerce channels reached 3 million yuan, planning to launch general trade in 2025

These cases fully demonstrate ChinaEntryHub's professional capabilities and rich experience in helping foreign cosmetics enterprises enter the Chinese market. Regardless of the enterprise size and brand positioning, we can provide customized solutions to ensure successful market entry.

## 6. In-Depth Analysis of Successful Cases

### 6.1 Mass-Consumption Brand Case: Nivea's Return to the Chinese Market

Nivea's journey in the Chinese market is full of twists and turns, and its successful experience provides valuable reference for other foreign mass brands.

Brand background: Founded in 1911, Nivea first entered the Chinese market as early as 1930 but withdrew around 1950. In 1994, Nivea returned to the Chinese market, becoming the first international skincare brand to re-enter China.

Initial challenges: When Nivea first returned to China, it adopted an agency system. The company was responsible for brand marketing and production, and distributors were used for national distribution. This model helped the brand quickly cover the market

initially but also brought problems such as weak channel control and inconsistent brand image.

Strategic transformation: In 2009, Nivea's strategy in China underwent significant changes. It decided to abandon the agency system and build channels directly to gain understanding of consumers and channel control through channel flattening. At the same time, Nivea withdrew from the department store channel and focused on the KA (Key Account) channel.

Localization innovation: In 2020, with the launch of Beiersdorf Group's Shanghai Innovation Center, Nivea integrated international breakthrough technologies with Chinese innovations to customize products for local consumers, such as the Nivea double-tube body essence series and the men's hydrating essence lotion "Little Blue Tube".

Technological transformation: Nivea announced its transformation towards technologicalization, youthfulness, and high-endization. The Nivea 630 essence with LUMINOUS 630® as the main ingredient became known to Chinese consumers through cross-border e-commerce, taking a key step for the brand to develop women's facial skincare in China.

Refined channel management: Nivea requires authorized stores to be located in local main commercial districts with monthly retail sales of 200,000 yuan, referring to key stores operated by competing brands such as Shiseido, L'Oreal, Olay, and CHANDO, with an annual payment target of 180,000 yuan. Nivea selects only one authorized partner in each county or county-level city, and strictly selects no more than three in prefecture-level cities.

#### Analysis of success factors:

- Channel control: Transformed from agency system to direct operation, gaining direct control over channels
- Localized product development: Developed exclusive product lines targeting the needs of Chinese consumers
- Technology-driven: Improved product competitiveness through innovative ingredients and technologies
- Refined management: Strict channel access standards and management system

## 6.2 Professional Line Brand Case: SkinCeuticals' Path of Scientific Skincare

SkinCeuticals' success in China's professional line market fully demonstrates the strong appeal of the scientific skincare concept.

Brand positioning: Known as the "ceiling of ingredients," SkinCeuticals has become the most trusted partner of beauticians with its scientific golden ratio and visible improvement effects.

Market performance: From 2016 to 2021, SkinCeuticals' sales in China achieved a CAGR of 80.7%. In the first three quarters of 2024, the revenue of L'Oreal's SkinCeuticals department was approximately 41.748 billion yuan, a year-on-year increase of 11.3%, leading the other three departments under L'Oreal with a double-digit growth rate.

Core strategies:

- Ingredient transparency: Write ingredients in product names, such as Vitamin C + E Ferulic Acid Serum, allowing consumers to clearly understand product ingredients
- Scientific endorsement: Relying on the scientific research background of Duke University, emphasizing clinical verification and scientific basis of products
- In-depth development of professional channels: Focus on laying out channels such as medical beauty institutions and professional beauty salons, establishing trust through recommendations from professionals
- Education and training system: Establish a sound professional training system to ensure beauticians can accurately understand and convey product value

Analysis of success factors:

- Professionalism: Established a strong professional barrier based on scientific research
- Effect-oriented: Obvious product effects, gaining word-of-mouth communication from consumers
- Precise channels: Selected professional channels to ensure accurate reach of target users
- Continuous innovation: Continuously launched new ingredients and formulas to maintain technological leadership

## 6.3 High-End Luxury Brand Case: Lancôme's Evolution in China

Lancôme's success in the Chinese market can be called a model of localization for foreign high-end cosmetics brands.

Market position: In 2018, Lancôme won the No.1 position in four major channels in China: department stores, specialty stores, Tmall Beauty, and official website, becoming the undisputed top brand in China's high-end skincare market.

Forward-looking layout: Lancôme was the first high-end beauty brand to launch an official website in China and the first to enter Tmall and open a flagship store. This forward-looking digital layout laid the foundation for its success in the Chinese market.

Category innovation: Lancôme creatively proposed the new product category concept of "essence lotion". Its Génifique Youth Activating Concentrate pioneered the "microbiome balance" skincare concept, containing over 500 strains, which is suitable for the microecological disorders of Asians.

Cultural integration: In the minds of customers, France is a symbol of elegance and romance, and Lancôme, born out of French culture, has an inherent high-end temperament. Lancôme has fully utilized this cultural advantage to establish a unique brand image in the Chinese market.

Celebrity strategy: The brand ambassadors of Lancôme are superstars from various countries and regions to highlight the brand's high-end positioning.

Channel sinking: In 2024, Lancôme newly entered shopping malls in third-tier cities such as Changji in Xinjiang and Jinhua in Zhejiang, starting to expand into the sinking market.

Analysis of success factors:

- Category innovation: Created new product categories to lead market trends
- Cultural marketing: Fully utilized the high-end image of French culture
- Digital first: Early layout of digital channels to gain first-mover advantage
- Celebrity effect: Quickly established brand awareness through celebrity endorsements

#### **6.4 Successful Cases of Cooperation with ChinaEntryHub**

The following are several in-depth cooperation cases with ChinaEntryHub, showing how we help different types of foreign cosmetics enterprises achieve successful breakthroughs in the Chinese market.

Case 1: Rapid Access of a European Medical Skincare Brand

- Customer background: This brand is a well-known European medical skincare brand with multiple patented ingredients and enjoys a good reputation in the European market.
- Challenges before cooperation: The independent application for special cosmetics registration was rejected, mainly due to the safety assessment report not meeting Chinese standards and insufficient in-depth understanding of Chinese regulations.
- ChinaEntryHub's solutions:
  - Assigned senior regulatory experts to provide one-on-one services to conduct in-depth analysis of the reasons for rejection
  - Coordinated top domestic toxicology experts to redesign the safety assessment plan
  - Assisted in optimizing the product formula to ensure compliance with China's "Cosmetic Safety Technical Specifications"
  - Provided full-process guidance on clinical trial design and data collection
  - Arranged pre-communication meetings with review experts to solve potential problems in advance
- Cooperation results:
  - Obtained the registration certificate 8 months after re-submitting the application (industry average 12-16 months)
  - Established cooperative relationships with domestic authoritative medical institutions
  - Sales exceeded 50 million yuan in the first year
  - Won the "Best Imported Skincare Brand of the Year" award

#### Case 2: Omni-Channel Breakthrough of a Korean Color Cosmetics Brand

- Customer background: A new Korean color cosmetics brand, known for innovative products and trendy designs in the local market.
- Challenges before cooperation: Not familiar with China's e-commerce ecosystem, lacking localized operation experience, and low brand awareness.
- ChinaEntryHub's solutions:
  - Conducted in-depth market research to determine Generation Z as the core target group
  - Formulated a phased entry strategy of "cross-border first, then general trade"
  - Assisted in completing the entry of Tmall Global flagship store, completing all preparations in only 1 month
  - Connected with more than 200 beauty KOLs to plan the "Korean beauty tutorial" content marketing activity
  - Established a WeChat Work private domain operation system and designed a

membership growth system and points mall

- Cooperation results:

- GMV exceeded 5 million in the first month of opening the Tmall Global store
- GMV reached 20 million during the 618 period, becoming a dark horse in the color cosmetics category
- Accumulated 80,000 private domain users with a repurchase rate of 45%
- Successfully obtained Series A financing from well-known domestic investment institutions

Case 3: Localization Transformation of an American Professional Line Brand

- Customer background: An American professional salon brand focusing on anti-aging skincare, with more than 5,000 cooperative beauty salons worldwide.

- Challenges before cooperation: Product packaging and marketing methods were too Westernized, not in line with Chinese consumers' preferences; lack of domestic beauty salon resources.

- ChinaEntryHub's solutions:

- Conducted consumer research to redesign product packaging and Chinese naming
- Assisted in developing a home care product line suitable for the Chinese market
- Connected with the China Beauty Association to obtain industry certification
- Organized training for more than 500 beauticians and established a standardized service system
- Assisted in developing a B2B ordering platform to optimize supply chain management

- Cooperation results:

- Established cooperative relationships with more than 2,000 Chinese beauty salons
- Served over 100,000 customers annually
- The developed home care product line accounted for 40% of total sales
- Became the preferred professional brand recommended by Chinese medical beauty institutions

These successful cases fully prove the value of professional market access services. Through cooperation with ChinaEntryHub, foreign cosmetics enterprises can quickly overcome entry barriers and achieve successful development in the Chinese market.

## 7. Strategic Recommendations and Action Plans

### 7.1 Entry Timing and Rhythm Control

For foreign-funded enterprises planning to enter the Chinese cosmetics market, grasping the right entry timing and rhythm is crucial. Based on the current market situation and policy environment, we put forward the following recommendations:

Short-term strategy (2025-2026):

- Closely monitor regulatory dynamics. The electronic reform implemented on September 1, 2024, is still in the improvement period. It is recommended to make preparations during this period and familiarize yourself with the new declaration system.
- Prioritize cross-border e-commerce channels. For new product testing, cross-border e-commerce channels can be used to quickly enter the market and verify product and market reactions.
- Establish a local team. Gradually establish a localized operation team to deeply understand the needs of Chinese consumers.

Medium-term strategy (2026-2028):

- Promote general trade registration. Select core products for NMPA registration or filing based on market feedback.
- Omni-channel layout. While consolidating online channels, gradually expand offline channels.
- Deepen localization. Optimize product formulas and packaging designs based on market feedback.

Long-term strategy (after 2028):

- Establish R&D centers. Consider establishing R&D centers in China to develop products specifically for the Chinese market.
- Localization of supply chain. Gradually realize the localization of raw material procurement and production.
- Brand internationalization. Replicate the successful experience in the Chinese market to other Asian-Pacific markets.

### 7.2 Risk Management and Compliance Key Points

Compliant operation is the bottom line for operating in the Chinese market. The following are the key risk management points that need to be focused on:

Regulatory compliance risks:

- Product registration and filing must be true, complete, and accurate. Any false declaration may lead to severe penalties.
- Strict label management. Product labels must comply with the requirements of the "Measures for the Administration of Cosmetics Labels" and shall not contain false or exaggerated claims.
- Compliance with advertising review. Cosmetics advertisements need to comply with relevant regulatory requirements, especially efficacy claims that require scientific basis.

Quality and safety risks:

- Establish a sound quality management system. Strictly control every link from raw material procurement to finished product delivery.
- Attach importance to adverse reaction monitoring. Establish a consumer complaint handling mechanism and timely report adverse reactions.
- Conduct regular compliance reviews. Conduct a comprehensive compliance review at least once a year to ensure continuous compliance with regulatory requirements.

Cultural and market risks:

- Avoid cultural conflicts. Fully consider Chinese cultural factors in product design, marketing promotion, etc.
- Pay attention to consumer feedback. Establish a rapid response mechanism to timely handle consumer complaints and suggestions.
- Protect intellectual property rights. Timely register trademarks and patents in China to protect brand rights and interests.

### **7.3 Investment Budget and Expected Return**

Entering the Chinese market requires reasonable investment planning. The following are budget recommendations for enterprises of different sizes:

Small enterprises (annual sales below 10 million US dollars):

- Initial investment: 500,000-1 million US dollars
- Main uses: Product registration fees, testing fees, market research, initial team building
- Expected return cycle: 2-3 years

Medium-sized enterprises (annual sales 10 million-100 million US dollars):

- Initial investment: 2-5 million US dollars

- Main uses: Registration of multiple products, channel construction, marketing promotion, team expansion
- Expected return cycle: 1.5-2 years

Large enterprises (annual sales exceeding 100 million US dollars):

- Initial investment: Over 10 million US dollars
- Main uses: Full product line registration, brand building, in-depth channel development, localized operations
- Expected return cycle: 1-1.5 years

It should be noted that the above budgets are for reference only. The actual investment needs will vary depending on brand positioning, product type, market strategy and other factors.

#### **7.4 Next Steps for Cooperation with ChinaEntryHub**

ChinaEntryHub is committed to becoming a reliable partner for foreign cosmetics enterprises entering the Chinese market. We recommend the following steps to start cooperation:

Step 1: Needs assessment (1-2 weeks)

- Arrange an initial meeting to deeply understand the enterprise's situation and needs
- Conduct a preliminary market opportunity analysis
- Provide a preliminary service plan and quotation

Step 2: Cooperation launch (2-4 weeks)

- Sign a cooperation agreement
- Form an exclusive service team
- Formulate a detailed project plan and schedule

Step 3: Implementation (depending on the project content)

- Market research and strategy formulation
- Implementation of regulatory compliance services
- Channel docking and marketing support
- Continuous operational guidance

Step 4: Effect evaluation and optimization

- Conduct regular project progress evaluations
- Adjust strategies based on market feedback
- Provide continuous regulatory update and support

Regardless of the stage of market entry you are in, ChinaEntryHub can provide corresponding professional services. Our goal is to help every partner succeed in the Chinese market and achieve sustainable business growth.

## Conclusion

China's cosmetics market is in a new stage of high-quality development, providing broad development opportunities for foreign-funded enterprises. The total market transaction volume exceeded 1.073822 trillion yuan in 2024, demonstrating strong market resilience and growth potential. At the same time, the continuous improvement of the regulatory system, the continuous advancement of consumption upgrading, and the accelerated development of digital transformation have created a more transparent, efficient, and fair market environment for foreign-funded enterprises.

However, opportunities coexist with challenges. The rapid rise of domestic brands, the continuous changes in consumer preferences, and the increasingly fierce competitive landscape have put forward new requirements for traditional market entry models. Foreign-funded enterprises need more precise market positioning, more localized operation strategies, and more professional compliance capabilities to succeed in the Chinese market.

As a professional China market access service center, ChinaEntryHub has helped many foreign cosmetics enterprises successfully enter the Chinese market with its profound industry experience, professional service team, and improved service system. Our successful cases cover different types of enterprises from European medical skincare brands to Korean trendy color cosmetics brands, and from American professional line brands to Japanese niche brands, fully proving our professional capabilities and service value.

Looking forward to the future, China's cosmetics market will continue to maintain steady growth, especially in segmented fields such as functional skincare, men's care, and anti-aging, there is still huge development space. We believe that through professional

market access services and continuous localization support, more and more foreign cosmetics enterprises will achieve rapid business growth and long-term brand development in the Chinese market.

ChinaEntryHub looks forward to establishing cooperative relationships with more foreign cosmetics enterprises to jointly seize the development opportunities of the Chinese market and achieve a win-win future.



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