

# CHINA ONLINE BEAUTY MARKET REPORT

APRIL 2020

PREPARED BY

**AVENUE51**



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Avenue51's complete cross border retail technology platform enables more than 100 British and European consumer brands including Waitrose, Cow & Gate, Aspinal of London, ThisWorks and Optibac to generate and fulfil over £50 million of orders from shoppers and online retailers in Mainland China each year.

Our team of 150 staff based in offices around the world including London, Birmingham, Beijing, Shanghai & Hangzhou are endlessly integrating our solution into the business models of the world's most progressive brands.

For those brands simply seeking fast access to shoppers in Mainland China, Avenue51 offers the opportunity to list products within a network of more than 50,000 online retailers used by shoppers in Mainland China. This includes a number of highly successful online stores operated by Avenue51 under license (Laposte and Royal Mail Tmall flagship stores) or directly (51bestuk, 51Taouk... ).

Please contact us for a conversation on how our solution can be integrated into your business and support your continued global success.

### **GLOSSARY OF TERMS**

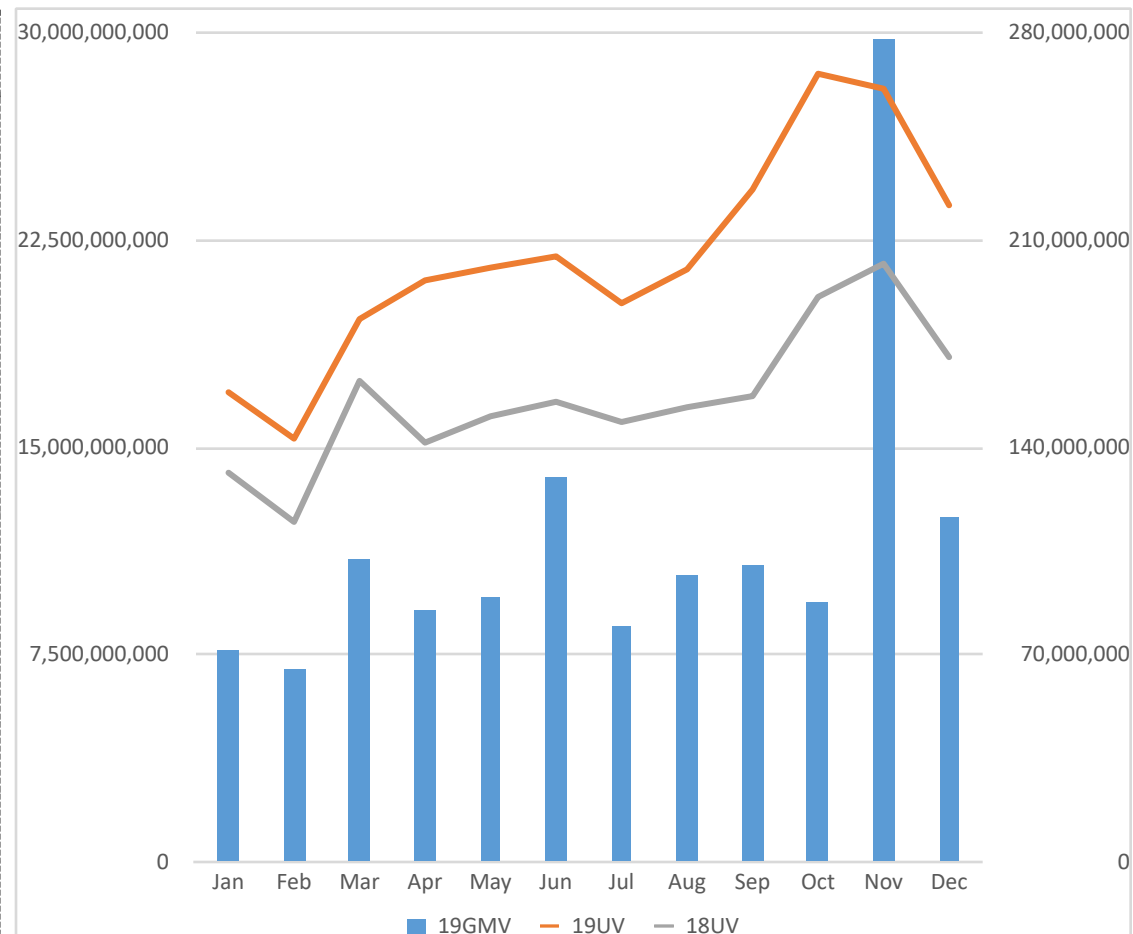
AOV - AVERAGE ORDER VALUE

GMV - GROSS MERCHANDISE VALUE

UV - UNIQUE VISTORS

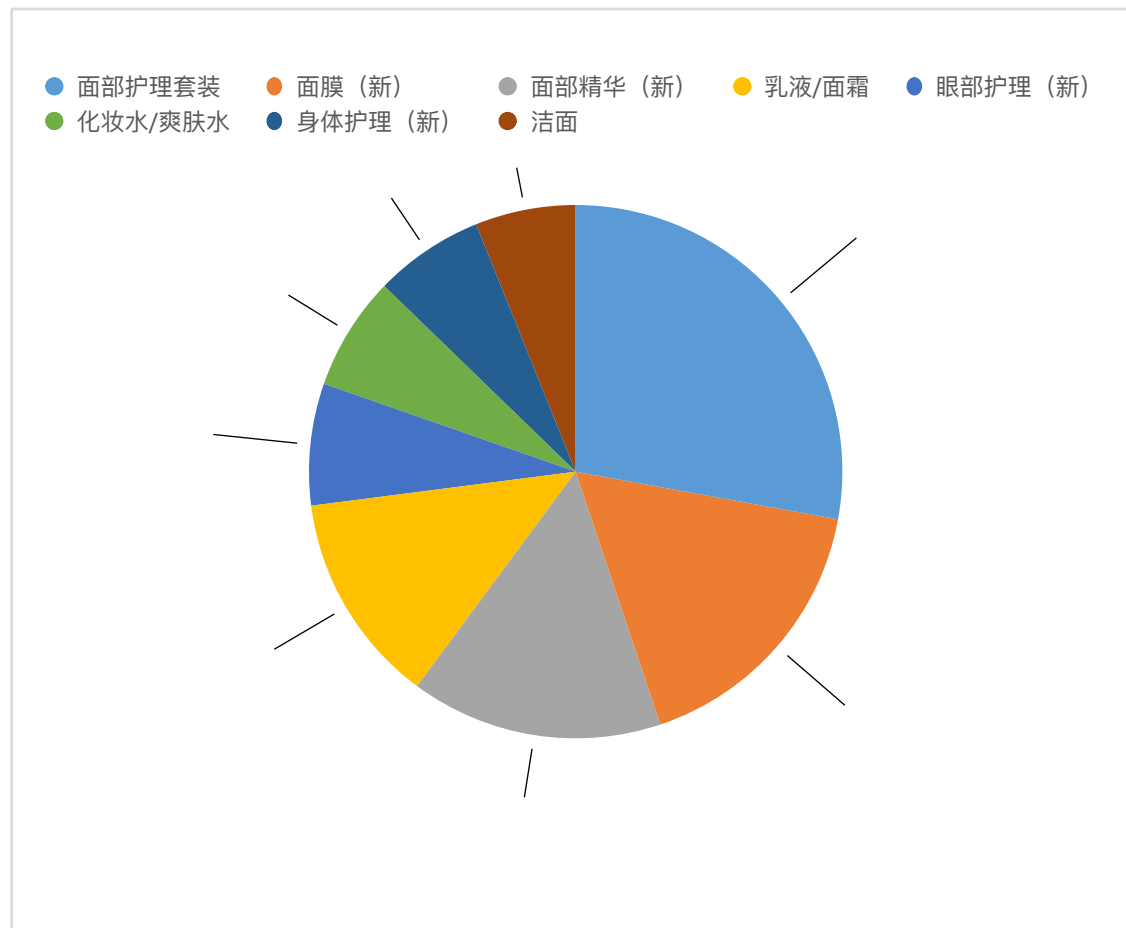
## 2018-19 China Online Beauty and Skincare/Bath and Body/Essential Oil Market Overview

Date	19GMV	19UV	18UV
Jan	7,672,347,065	158,774,580	131,624,386
Feb	6,970,909,091	143,129,806	115,025,162
Mar	10,983,449,395	183,473,626	162,616,354
Apr	9,093,167,144	196,532,284	141,775,668
May	9,636,338,305	200,832,448	150,671,084
Jun	13,968,544,898	204,638,656	155,569,616
Jul	8,548,411,185	188,814,837	148,740,619
Aug	10,390,431,174	200,256,454	153,720,905
Sep	10,763,522,922	227,211,483	157,479,514
Oct	9,442,634,197	266,276,761	190,944,157
Nov	29,737,425,989	261,210,027	202,175,159
Dec	12,493,307,251	221,883,931	170,637,777
Total	139,700,488,616	2,453,034,893	1,880,980,401



- In 2019, GMV of China online Beauty and Skincare/Bath and Body/Essential Oil market was ¥ 1397bn, November sales accounted for 21%, June/December accounted for 10%
- Over the past two years, number of unique visitors of Beauty and Skincare/Bath and Body/Essential Oil Market has increased ¥ 5.7bn, up by 30%

# 2019 Beauty and Skincare/Bath and Body/Essential Oil Category Mix

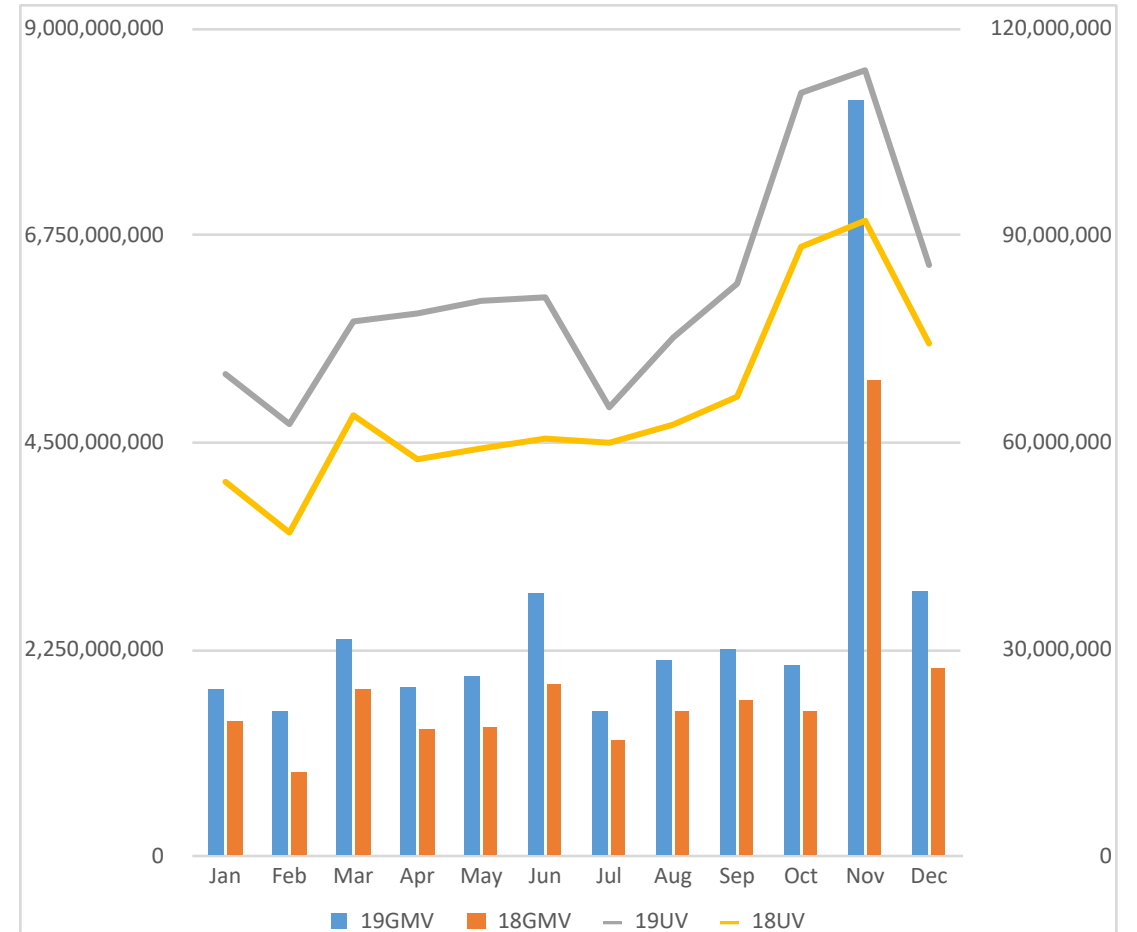


Category	Turnover( ¥ )	Percentage% in overall sales
Face care set	31,652,308,334	22.66%
Mask	19,299,263,033	13.81%
Face serum(new)	17,362,930,087	12.43%
Lotion/Creme	14,574,735,898	10.43%
Eye care(new)	8,388,177,319	6.00%
Toner	7,846,900,776	5.62%
Body care(new)	7,566,154,908	5.42%
Face wash	6,916,096,695	4.95%
SPF defense (new)	5,553,303,444	3.98%
Makeup remover	4,301,250,709	3.08%
Mens Care(new)	4,014,243,769	2.87%
Essential oil aromatherapy	2,658,324,920	1.90%
Liquid serum	1,915,556,168	1.37%
Handcare (new)	1,709,769,827	1.22%
Lip Care(new)	1,594,081,057	1.14%
Face exfoliating	1,153,540,046	0.83%
Foot care	622,275,692	0.45%
Other care	549,144,144	0.39%
T zone care(new)	512,343,629	0.37%
Breast Care(new)	398,982,185	0.29%
Face massage creme	369,825,528	0.26%
Sun cream	332,795,125	0.24%
Travel Set/Introductory Set	263,739,492	0.19%
Beauty Service	2,635,884	0.00%

Out of the 24 categories that constitute ¥ 1397bn GMV, the top 8 categories and their accounted percentages are Face care set (20%), Mask (14%), Face serum (12%), Lotion/ Face creme(10%), Eye Care (6%), Toner (5.6%), Body Care (5.4%), Face Wash (5%).

# 2018-19 China Online Face Care Set Market Overview

Date	19GMV	18GMV	19UV	18UV	19 AOV	18 AOV
Jan	1,824,525,572	1,468,836,676	69,965,695	54,365,695	247.99	245.86
Feb	1,599,977,546	911,617,608	62,721,670	47,013,065	244.61	230.78
Mar	2,382,276,664	1,826,070,007	77,590,431	63,997,403	258.87	241.87
Apr	1,841,649,992	1,397,384,634	78,744,433	57,630,595	239.57	230.99
May	1,977,696,720	1,422,738,190	80,568,272	59,201,708	235.29	226.8
Jun	2,862,309,904	1,878,352,274	81,080,515	60,624,567	275.98	251.48
Jul	1,584,283,388	1,278,379,474	65,153,598	60,022,222	230.75	229.57
Aug	2,129,784,148	1,579,756,856	75,253,726	62,648,658	235.83	224.86
Sep	2,248,927,735	1,707,302,728	83,053,435	66,696,151	227.97	230.65
Oct	2,097,006,993	1,579,109,161	110,691,800	88,392,964	208.44	196.44
Nov	8,218,024,119	5,196,173,373	113,957,929	92,177,513	388.47	319.14
Dec	2,885,845,553	2,064,525,505	85,761,902	74,391,989	261.52	248.02
Total	31,652,308,334	22,310,246,486	984,543,406	787,162,530	269.20	248.15



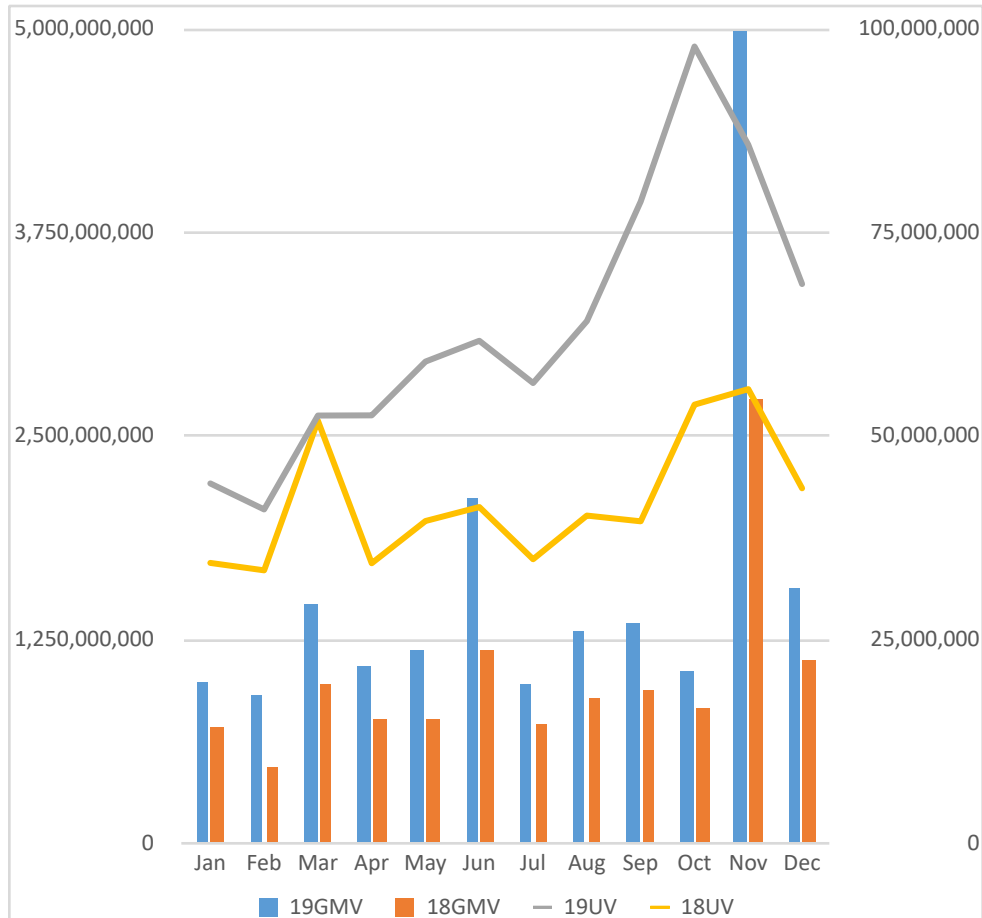
- China Online Face Care Set GMV reached ¥223bn in 2018, ¥316bn in 2019, increased by 42%
- UV (Unique Visitor) reached 7.8bn in 2018, 9.8bn in 2019, increased by 25%
- AOV was ¥248 in 2018, ¥269 in 2019, increased ¥21

# Face Care Set TOP20 products/brands -Feb

Product description	Store Name	Industry Rank	Transaction Value( ¥ )	UV	Market share	AOV
玉泽积雪草修护干面膜2盒装 玻尿酸保湿补水滋润	玉泽官方旗舰店	1持平	49,176,473	1,364,788	2.35%	293.42
sk-iiskiisk2神仙水精华液 调理修护面部精华 提亮控油收缩毛孔A1	SK-II官方旗舰店	2升14名	24,777,265	1,284,089	1.19%	1722.82
sk-iiskiisk2神仙水 精华液护肤套装调理修护精华 控油收缩毛孔A	SK-II官方旗舰店	3升1名	16,872,071	1,437,038	0.81%	729.25
O'GULIA/阿古丽娅【专柜同款】水衡透润8件护肤品套装保湿化妆品2	阿古丽娅旗舰店	4-	15,152,491	611,214	0.73%	112.23
半亩花田面部护理水乳护肤套装化妆品全套正品学生女补水保湿控油	半亩花田旗舰店	5升9名	14,167,037	2,573,635	0.68%	130.44
WIS极润护肤品套装 水乳套盒补水保湿控油化妆品正品男士脸部女学生	WIS旗舰店	6升6名	14,118,981	1,658,392	0.68%	160.64
资生堂悦薇珀翡水乳套装亮肤水150ml乳100ml滋润型补水	SHISEIDO资生堂官方旗舰店	7升2名	13,668,850	1,167,574	0.65%	1540.40
【女王节狂欢】Whoo后 天气丹礼盒花献光彩紧颜护肤7件套盒	后官方旗舰店	8降3名	12,146,428	1,161,486	0.58%	1608.87
【38女神节】肌肤之钥CPB水乳三件套保湿露日夜乳霜护肤套装	肌肤之钥官方旗舰店	9-	10,336,833	702,954	0.49%	3128.69
阿芙荷荷巴油马迷纯露精油套装脸部护肤品黑头收缩毛孔去闭口正品	阿芙官方旗舰店	10升37名	9,587,491	591,357	0.46%	162.45
修丽可复合肌活日夜抗氧紧致套油性/干性改善皱纹	修丽可官方旗舰店	11-	9,579,578	534,607	0.46%	2674.47
透真玻尿酸护肤品套装水乳化妆品全套正品男女士学生补水保湿控油	透真旗舰店	12升9名	8,984,357	1,568,027	0.43%	164.65
【官方正品】兰芝水乳护肤套装女补水保湿水衡水乳清爽官方正品	兰芝官方旗舰店	13升100名	8,709,864	952,938	0.42%	362.70
黛珂牛油果乳液紫苏水150ml水乳套装改善粗糙控油保湿补水滋润	黛珂官方旗舰店	14降1名	8,357,502	1,087,363	0.40%	630.00
【专享】frangi芙蓉肌护肤精华露女神水保湿亮肤精华水抗初老套装	frangi旗舰店	15-	8,125,955	538,578	0.39%	255.29
红石榴六件套护肤补水保湿水乳全套学生化妆品正品男女士	一枝春旗舰店	16升65名	7,997,221	197,467	0.38%	157.89
法国HKH红石榴金缕梅亮肤6件套补水保湿滋润嫩白滋养紧致护肤正品	hkh旗舰店	17升19名	7,828,312	220,766	0.37%	228.18
雅诗兰黛护肤套装 小棕瓶精华+微精华+智妍面霜 补水修护滋养	Estee Lauder雅诗兰黛官方旗舰店	18升117名	7,761,820	448,510	0.37%	2746.95
创尔美胶原蛋白舒缓敏感祛痘净颜深层补水3盒装周期护理	trauemy创尔美旗舰店	19升254名	7,663,302	441,479	0.37%	254.89
黛珂植物欣韵水乳护肤套装200ml细化毛孔平衡韵律保湿滋润补水	黛珂官方旗舰店	20持平	7,245,132	731,970	0.35%	744.22

- Face Care Set GMV was ¥ 20.9bn in Feb 2020, TOP20 products accounted for 12.5% of total GMV
- Yuzei smoothing and repair mask set ranked No.1 and reached ¥ 49M turnover, accounted for 2% of the market size
- AOV covered a wide price range , international big labels all have higher AOVs

# 2018-19 China Online Face Serum Market Overview



Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	999,730,805	715,346,886	44,226,387	34,465,122	233.86	252.63
Feb	915,825,363	472,113,454	41,035,192	33,555,069	219.97	249.13
Mar	1,462,318,598	976,203,927	52,566,093	51,924,655	225.71	257.8
Apr	1,085,257,691	757,370,709	52,589,961	34,424,111	209.42	244.37
May	1,189,844,493	759,972,467	59,194,605	39,613,487	208.35	236.05
Jun	2,127,312,250	1,184,647,801	61,749,029	41,330,947	271.29	277.82
Jul	972,852,104	728,642,664	56,557,646	34,919,045	190.41	227.37
Aug	1,308,324,887	888,002,631	64,167,772	40,280,624	235.08	214.33
Sep	1,352,293,273	941,467,413	78,849,080	39,575,347	235.15	226.2
Oct	1,049,844,375	821,868,556	97,890,471	53,904,650	163.76	202.46
Nov	4,994,973,588	2,723,885,226	85,827,316	55,812,009	387.22	310.98
Dec	1,566,920,887	1,125,206,984	68,716,216	43,631,903	241.43	217.32
<b>Total</b>	<b>19,025,498,314</b>	<b>12,094,728,718</b>	<b>763,369,768</b>	<b>503,436,969</b>	<b>250.74</b>	<b>248.85</b>

- China Online Face Serum GMV reached ¥121bn in 2018, ¥190bn in 2019, increased by 57%
- UV (Unique Visitor) reached 5bn in 2018, 7.6bn in 2019, increased by 52%
- AOV was ¥249 in 2018, ¥251 in 2019, increased ¥2



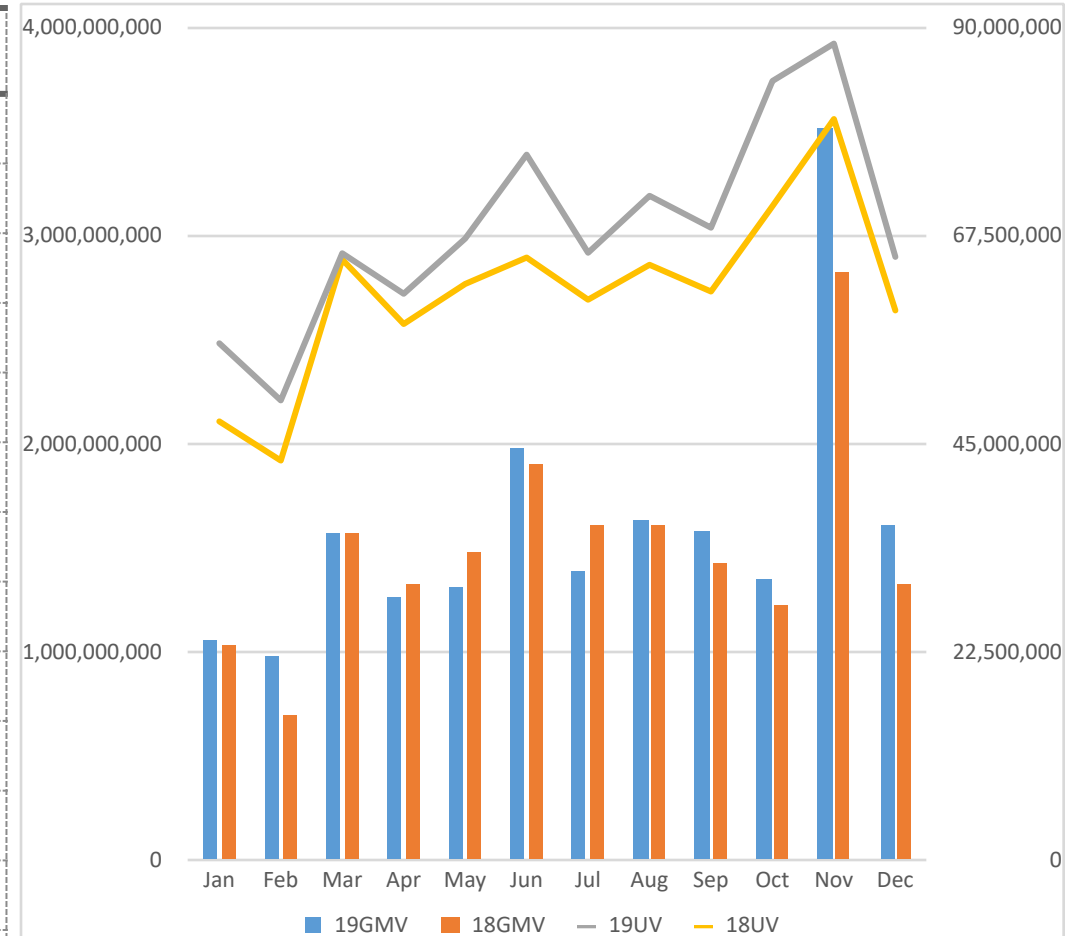
# Face Serum TOP20 products/brands -Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value(¥)	UV	Market share	AOV
【重磅新品】雅诗兰黛面部肌光精华 祛黯沉暗黄淡化瑕疵提亮肤色	610950216759	Estee Lauder雅诗兰黛官方旗舰店	1-	27,085,708	2,938,521	1.81%	1047.44
【重磅新品首发】兰蔻净澈焕肤双重精华水150ml 精华 极光水 混油	611233066987	Lancome兰蔻官方旗舰店	2-	26,169,722	4,217,521	1.75%	816.45
修丽可发光瓶美白精华 杜克淡斑护肤提亮肤色烟酰胺	591096168038	修丽可官方旗舰店	3升98名	25,226,992	1,189,584	1.69%	959.57
【官方正品】娇兰帝皇蜂姿黄金复原蜜面部精华液30ml*2补水保湿	566446518116	Guerlain娇兰官方旗舰店	4持平	19,853,309	1,930,140	1.33%	1371.46
[薇娅推荐]高姿虾青素抗氧化精华补水肌底液初老烟酰胺面部精华液	599050932692	cogi高姿旗舰店	5升20名	19,814,065	2,074,674	1.33%	136.63
修丽可亮妍舒缓淡化痘印 杜克植萃色修改善泛红提亮肤色面部精华	538676446597	修丽可官方旗舰店	6升23名	19,749,463	965,353	1.32%	591.28
修丽可杜克紫米玻色因HA紧致抗皱苹果肌抗衰老精华	564469531136	修丽可官方旗舰店	7升77名	19,349,252	900,949	1.30%	971.79
OLAY淡斑小白瓶亮洁ProX烟酰胺美白面部精华液补水保湿提亮肤色A	16989611811	olay官方旗舰店	8升12名	17,034,818	2,527,112	1.14%	394.20
【热销单品】HFP乳酸原液 收缩毛孔精华液去黑头修护毛孔粗大	608016409806	HomeFacialPro旗舰店	9升5名	15,046,539	1,387,053	1.01%	197.23
雅顿粉胶时空焕活夜间多效胶囊精华液约60粒视黄醇修护面部精华	577550005785	伊丽莎白雅顿官方旗舰店	10升87名	14,870,833	745,051	1.00%	753.19
HFP寡肽原液 去淡化痘印痘疤冻干粉祛痘护肤品产品面部精华液男女	547692072595	HomeFacialPro旗舰店	11降6名	14,593,791	1,827,269	0.98%	198.67
一叶子熬夜精华液60ml大容量烟酰胺光感水润提亮肤色护肤补水滋养	602966857885	一叶子旗舰店	12-	14,023,156	1,039,380	0.94%	107.76
OLAY淡斑小白瓶ProX美白精华液烟酰胺面部精华女保湿非only小白瓶	538766297543	olay官方旗舰店	13降4名	13,157,173	1,247,863	0.88%	444.88
OLAY光感小白瓶水感精华露美白烟酰胺补水面部精华液补水非only	526498885740	olay官方旗舰店	14降6名	12,383,908	1,662,967	0.83%	326.62
修丽可杜克CE 高浓抗氧化抗衰老 亮白修护面部紧致全天精华男女	537110235442	修丽可官方旗舰店	15升80名	11,897,044	642,400	0.80%	1382.07
雅诗兰黛面部精华 小棕瓶精华露30/50ml 精华液补水修护稳定透亮	39077636217	Estee Lauder雅诗兰黛官方旗舰店	16升10名	11,386,577	1,266,385	0.76%	824.90
雅诗兰黛面部精华 小棕瓶精华露30/50ml 精华液补水修护稳定透亮	38848279045	Estee Lauder雅诗兰黛官方旗舰店	17降14名	10,500,212	1,579,577	0.70%	810.67
欧莱雅黑精华抗初老面部精华液女补水保湿肌底液女50ml	537981807976	欧莱雅官方旗舰店	18升189名	9,380,490	2,066,030	0.63%	331.41
OLAY光感小白瓶水感透白光塑面部精华露面部精华美白补水烟酰胺A	539379501045	olay官方旗舰店	19降13名	9,257,069	2,612,686	0.62%	302.83
HELIUS/赫丽尔斯玫瑰安瓶精华液提亮肤色滋润肌肤3盒囤货装Z	564912845613	HELIUS化妆品旗舰店	20-	9,093,591	249,609	0.61%	609.22

- Face Serum GMV was ¥ 14.9bn in Feb 2020, TOP20 products accounted for 21% of total GMV
- Estee Lauder Perfectionist Pro ranked No.1 and reached ¥ 27M turnover, accounted for 1.8% of the market size
- AOV covered a wide price range , international big labels all have higher AOVs

# 2018-19 China Online Face Mask Market Overview

Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	1,057,907,064	1,041,061,480	55,941,447	47,504,837	134.35	147.23
Feb	984,066,377	697,204,315	49,776,336	43,276,437	135.25	139.95
Mar	1,567,643,047	1,569,979,203	65,665,398	64,994,061	135.35	138.99
Apr	1,270,077,276	1,336,721,682	61,291,018	58,027,129	126.07	132.84
May	1,322,297,376	1,482,831,527	67,249,473	62,350,650	118.08	136.4
Jun	1,984,706,999	1,903,262,524	76,315,960	65,203,266	139.35	146.5
Jul	1,391,997,385	1,611,926,011	65,721,755	60,650,708	120.09	150.08
Aug	1,640,757,255	1,609,477,656	71,871,474	64,421,242	117.31	139.04
Sep	1,591,823,523	1,427,581,412	68,429,485	61,535,376	120.66	128.49
Oct	1,356,727,655	1,227,108,309	84,271,973	70,756,555	112.38	121.53
Nov	3,517,037,393	2,830,428,200	88,311,217	80,162,682	160.19	151.46
Dec	1,614,221,683	1,331,534,882	65,275,700	59,492,145	136.13	144.53
Total	19,299,263,033	18,069,117,201	820,121,236	738,375,088	131.37	140.40



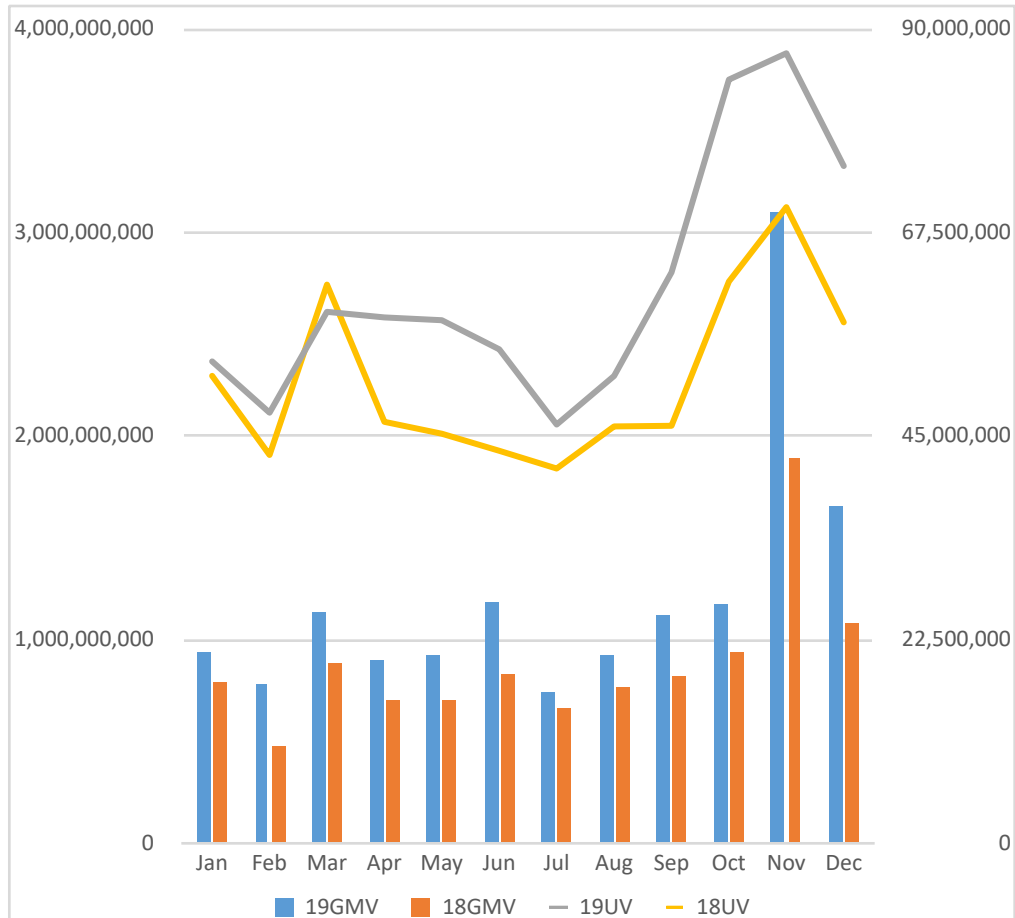
- China Online Face Mask GMV reached ¥180bn in 2018, ¥193bn in 2019, increased by 7%
- UV (Unique Visitor) reached 7.8bn in 2018, 9.8bn in 2019, increased by 25%
- AOV was ¥139 in 2018, ¥129 in 2019, dropped ¥10

# Face Mask TOP20 products/brands-Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value( ¥ )	UV	Market share	AOV
韩束金刚侠黄金面膜补水保湿提拉紧致抗初老金箔女士专用正品	605448737579	韩束官方旗舰店	1升3名	22,587,577	1,477,848	1.60%	147.25
WIS玻尿酸极润面膜 补水保湿提亮肤色清洁收缩毛孔紧致男士女正品	554594337463	WIS旗舰店	2持平	16,069,879	1,588,326	1.14%	156.62
BbLABORATORIES日本美容院复活草补水面膜植物保湿膏状水洗涂抹式	546736954178	bblaboratories海外旗舰店	3升28名	14,763,818	1,286,182	1.04%	216.99
一叶子小V脸提拉面膜 面部修护紧致烟酰胺补水保湿抗糖专柜正品	601150815100	一叶子旗舰店	4升35名	14,367,886	1,777,401	1.02%	134.28
QualityFirst皇后的秘密日本钻石女王女保湿补水面膜急救修护敏感	600053488487	QualityFirst海外旗舰店	5-	13,735,287	603,071	0.97%	173.86
日本进口雪美清酒粕面膜泥膏状涂抹式提亮肤色清洁保湿温和去角质	586991921430	HBlab海外旗舰店	6升1名	11,994,860	783,016	0.85%	120.91
WIS水润面膜女补水保湿 玻尿酸清洁收缩毛孔紧致控油男女学生正品	529201426325	WIS旗舰店	7降4名	11,541,787	1,388,690	0.82%	136.92
美白烟酰胺面膜正品保湿补水淡斑收缩毛孔紧致淡化祛痘印男女专用	572824208934	资莱皙旗舰店	8降3名	10,375,056	1,617,009	0.73%	60.36
utena/佑天兰黄金果冻精华面膜女补水保湿3盒9片日本面膜官方正品	611509603658	utena佑天兰海外旗舰店	9-	9,812,365	414,487	0.69%	138.52
科颜氏亚马逊白泥面膜 深层清洁去黑头收缩毛孔	545473839106	KIEHL'S科颜氏官方旗舰店	10降1名	9,493,194	1,287,372	0.67%	302.22
HELIUS/赫丽尔斯嫩肤发酵清洁黑面膜3盒囤货装紧致修护肌肤Z	579562295376	HELIUS化妆品旗舰店	11-	9,167,995	387,534	0.65%	335.09
膜法世家纱布修护面膜10片 补水保湿水杨酸控油淡化痘印魔法世家	601009111088	膜法世家官方旗舰店	12降4名	9,088,728	1,072,445	0.64%	162.98
宋轶同款齐叶雅ziaja山羊奶面膜嫩白美肤补水涂抹式面膜保湿修复	551182866596	ziaja海外旗舰店	13升130名	8,026,561	631,301	0.57%	146.31
MVE玻尿酸面膜 女补水保湿提亮肤色滋润收敛毛孔原液面膜正品20片	569694860334	MVE旗舰店	14升15名	7,820,787	509,298	0.55%	147.23
纽西之谜睡眠面膜女 免洗补水保湿提亮肤色温泉免清洁水炸弹冻膜	603941978639	geoskincare纽西之谜旗舰店	15升25名	7,247,049	473,298	0.51%	105.38
Fresh馥蕾诗红茶修护面膜30ml/100ml 补水保湿涂抹式	544334571935	Fresh馥蕾诗官方旗舰店	16升113名	7,083,372	1,018,934	0.50%	668.44
珀莱雅黑海盐泡泡面膜清洁面膜贴女深层补水保湿控油提亮收缩毛孔	579708738059	珀莱雅官方旗舰店	17升9名	6,858,550	821,948	0.48%	136.57
欧莱雅安瓶面膜玻尿酸精华补水保湿收缩毛孔官方正品	576412995625	欧莱雅官方旗舰店	18升347名	6,831,427	1,381,140	0.48%	389.47
Fresh馥蕾诗红茶紧致睡眠面膜 补水 夜间修护 素颜霜	544309421928	Fresh馥蕾诗官方旗舰店	19升56名	6,672,274	816,697	0.47%	675.19
自然堂喜马拉雅补水面膜21片面膜补水保湿女学生男正品官网旗舰店	539339147058	自然堂旗舰店	20降14名	6,409,076	1,050,850	0.45%	82.20

- Face Mask GMV was ¥ 14bn in Feb 2020, TOP20 products accounted for 15% of total GMV
- Kans anti-aging and lifting face mask ranked No.1 and reached ¥ 23M turnover, accounted for 1.6% of the market size
- AOV ranged between ¥ 100-150, AOV for international brands ranged between ¥ 300-700

# 2018-19 China Online Face Lotion/ Creme Market Overview



Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	936,467,875	796,172,504	53,292,906	51,696,592	127.82	120.77
Feb	779,080,876	485,072,255	47,624,972	42,952,178	129.99	122.29
Mar	1,134,971,216	885,613,312	58,772,352	61,782,985	130.34	120.53
Apr	903,891,705	704,194,380	58,156,056	46,615,288	126.83	117.22
May	918,921,710	697,041,637	57,846,143	45,301,075	130.53	118.21
Jun	1,188,125,480	830,783,199	54,631,177	43,413,877	149.75	131.59
Jul	740,073,293	656,379,675	46,315,198	41,453,203	121.61	122.72
Aug	930,762,061	762,305,276	51,683,098	46,106,497	123.4	119.21
Sep	1,117,926,647	824,337,348	63,132,889	46,176,029	118.76	117.12
Oct	1,171,153,697	942,003,078	84,442,361	62,123,101	93.42	105.06
Nov	3,093,633,328	1,899,024,018	87,354,171	70,345,855	160.56	144.98
Dec	1,659,728,010	1,082,231,150	74,889,912	57,612,607	121.41	117.56
Total	14,574,735,898	10,565,157,832	738,141,235	615,579,287	129.39	122.60

- China Online Face Lotion/Creme GMV reached ¥105bn in 2018, ¥145bn in 2019, increased by 38%
- UV (Unique Visitor) reached 6.1bn in 2018, 7.4bn in 2019, increased by 20%
- AOV was ¥122 in 2018, ¥129 in 2019, increased ¥7

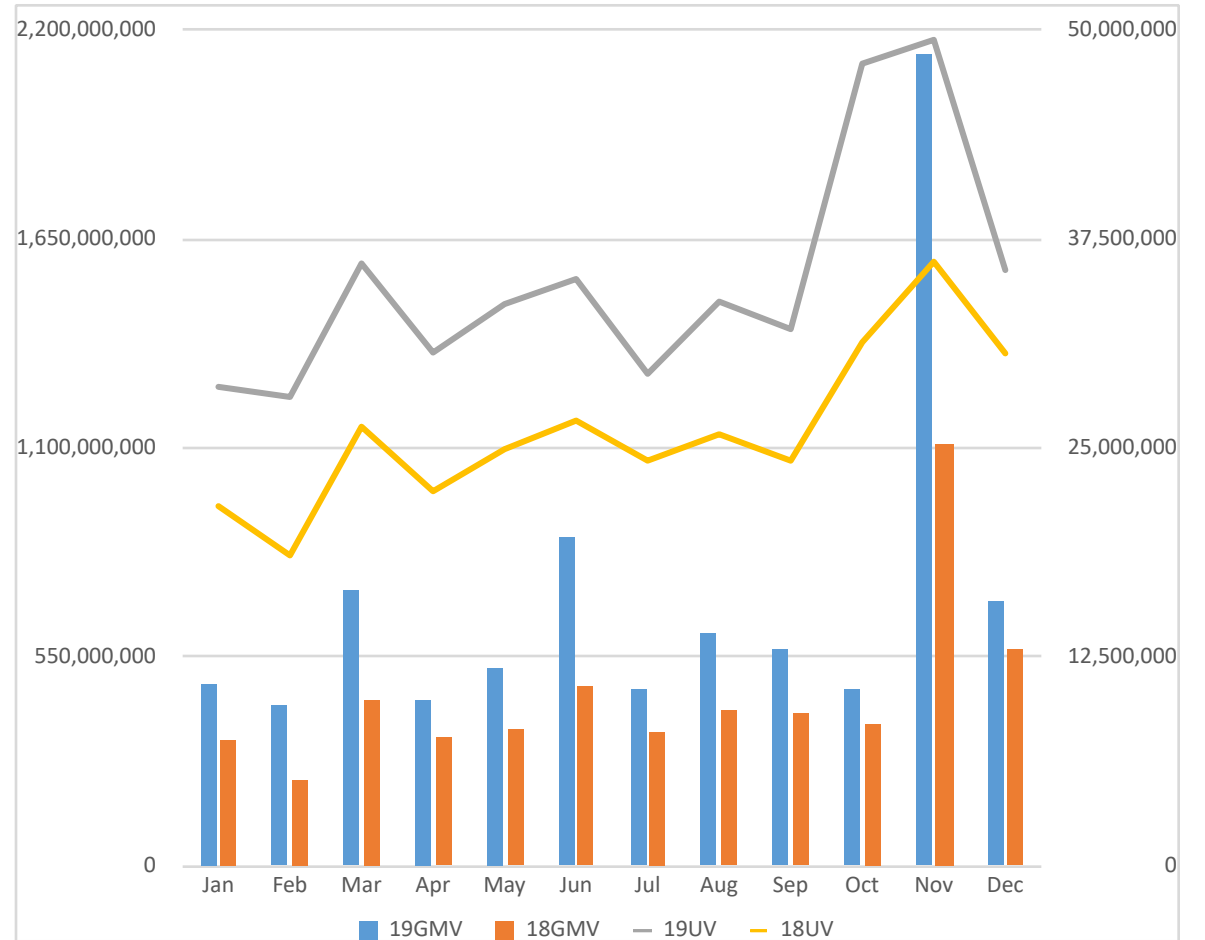
# Face Lotion/ Creme TOP20 products/brands -Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value( ¥ )	UV	Market share	AOV
法兰琳卡芦荟胶正品滋润补水保湿修复收缩毛孔女男士专用	527129546690	法兰琳卡旗舰店	1升180名	15,626,118	1,954,839	1.47%	72.87
祛斑霜正品美白去斑产品雀斑黄褐斑淡斑点斑水神器淡化色斑官网祛	584228427425	修正阳光立拓专卖店	2升9名	13,424,018	2,195,325	1.26%	139.29
sk-iiskiisk2大红瓶面霜 精华霜补水淡细纹紧致提拉护肤官方正品A	521323320042	SK-II官方旗舰店	3升1名	13,018,721	968,976	1.22%	1119.63
科颜氏高保湿面霜 秋冬补水保湿滋润不油腻乳液	545378712840	KIEHL'S科颜氏官方旗舰店	4降3名	10,451,348	1,790,307	0.98%	435.65
博乐达水杨酸去痘去黑头去闭口粉刺面膜清洁控油	562745560200	broda博乐达旗舰店	5升4名	10,380,253	529,033	0.97%	417.47
HELIUS/赫丽尔斯牛油果面霜2瓶装补水保湿舒缓修护清爽不油腻Z	579874989663	HELIUS化妆品旗舰店	6-	10,339,573	358,577	0.97%	511.26
acwell艾珂薇n4面霜补水保湿4号面霜急救舒缓修护过敏感肌男女	568163328573	acwell旗舰店	7升12名	9,290,409	779,884	0.87%	121.68
仁和祛斑霜正品美白去斑晒雀斑淡斑点斑水神器面霜淡化色斑黄褐斑	591301768198	药都仁和旗舰店	8升6名	8,105,590	948,490	0.76%	79.13
LA MER海蓝之谜精华面霜 补水保湿 深澈滋润	43984164814	LA MER海蓝之谜官方旗舰店	9降1名	7,865,248	1,193,573	0.74%	2353.45
Neutrogena/露得清a醇晚霜收缩毛孔补水抗初老抗皱面霜视黄醇 女	586354998608	Neutrogena海外旗舰店	10-	7,086,593	331,305	0.66%	152.35
梵西芦荟胶正品修复凝胶补水保湿面霜晒后修复护肤品	607118306839	梵西化妆品旗舰店	11升124名	6,771,143	999,180	0.63%	39.33
修丽可242皮脂膜修护霜 杜克神经酰胺面霜抗老紧致淡纹提亮肤色	609695388613	修丽可官方旗舰店	12升70名	6,512,405	102,709	0.61%	1481.46
仁和正品祛痘印淡化膏凝胶去痘痘坑修复神器补水芦荟胶青春男女	590307176900	药都仁和旗舰店	13降3名	6,009,168	821,549	0.56%	46.09
玉泽皮肤屏障修护保湿霜50g 滋润舒缓补水敏肌适用	525332729369	玉泽官方旗舰店	14降9名	5,128,790	694,060	0.48%	185.67
欧莱雅小蜜罐金致臻颜花蜜奢养抗皱高保湿面霜女正品50ml	608366902568	欧莱雅官方旗舰店	15升15名	5,091,552	769,489	0.48%	335.88
OLAY菁醇青春酵母熬夜霜绵绒质地空气感女面霜补水保湿滋润清爽A	567970755369	olay官方旗舰店	16升50名	4,884,084	680,108	0.46%	398.96
【小黑盒预售】倩碧加芯粉黄油乳液 补水保湿 维稳亮肤 素颜霜	611029973860	Clinique倩碧官方旗舰店	17-	4,840,794	772,556	0.45%	417.73
First Aid Beauty/急救美人FAB强效急救修复面霜保湿补水滋润乳液	562352583843	FirstAidBeauty海外旗舰店	18升46名	4,264,564	509,818	0.40%	98.88
【小黑盒预售】倩碧黄油 有油选125g/无油选125ml/透明 维稳修护	20332739108	Clinique倩碧官方旗舰店	19升22名	4,259,616	640,455	0.40%	318.23
欧莱雅小蜜罐金致臻颜花蜜奢养女补水保湿滋润抗皱面霜正品50ml	608583923935	欧莱雅官方旗舰店	20降17名	3,990,763	561,242	0.37%	362.79

- Face Lotion/Creme GMV was ¥ 10.7bn in Feb 2020, TOP20 products accounted for 15% of total GMV
- Franic aloe vera repair creme ranked No.1 and reached ¥ 16M turnover, accounted for 1.5% of the market size
- AOV had a wide price range, from ¥ 46 to ¥ 2353

# 2018-19 China Online Eye Care Market Overview

Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	481,383,241	332,829,673	28,654,513	21,513,542	144.52	143.63
Feb	419,275,265	221,906,053	28,048,670	18,564,861	128.27	144.22
Mar	721,282,609	434,557,883	36,041,962	26,269,336	146.6	149.55
Apr	432,722,380	338,249,010	30,707,264	22,404,408	131.86	135.54
May	522,494,220	360,782,303	33,609,514	24,923,758	139.42	138.78
Jun	863,817,680	473,987,049	35,110,672	26,635,418	175.59	140.94
Jul	465,230,847	350,985,875	29,434,098	24,236,825	118.16	139.61
Aug	613,165,087	407,348,048	33,757,404	25,817,387	130.81	136.05
Sep	571,076,665	404,161,533	32,108,962	24,234,929	133.36	133.39
Oct	462,762,099	374,887,403	48,000,843	31,321,517	106.21	121.54
Nov	2,137,032,034	1,108,761,403	49,428,278	36,145,873	229.01	184.47
Dec	697,935,191	566,753,839	35,645,968	30,656,956	138.92	133.34
Total	8,388,177,318	5,375,210,072	420,548,148	312,724,810	152.27	144.87



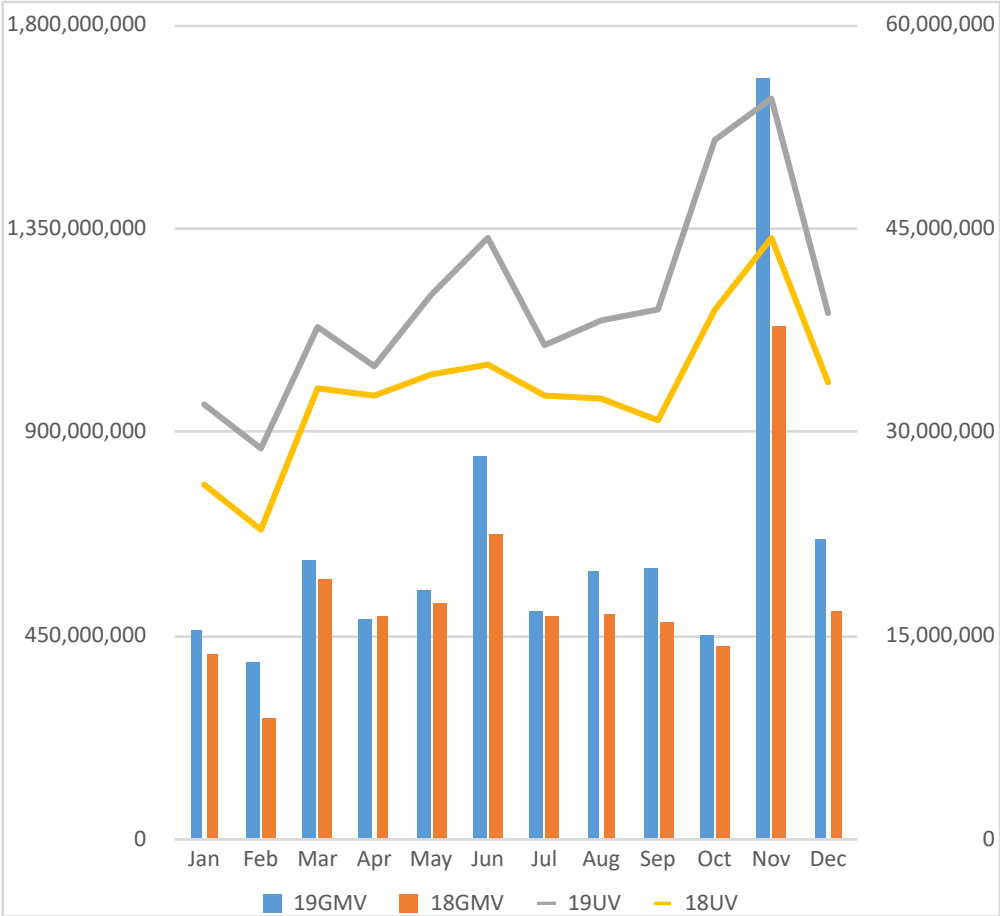
- China Online Eye Care GMV reached ¥53bn in 2018, ¥83bn in 2019, increased by 56%
- UV (Unique Visitor) reached 3.1bn in 2018, 4.2bn in 2019, increased by 34%
- AOV was ¥145 in 2018, ¥152 in 2019, increased ¥7

# Eye Care TOP20 products/brands-Feb 2020

Product description	Store Name	Industry Rank	Transaction Value( ¥ )	UV	Market share	AOV
雅诗兰黛小棕瓶熬夜眼霜15ml 淡化细纹黑眼圈眼袋 补水保湿	Estee Lauder雅诗兰黛官方旗舰店	1升1名	14,202,715	1,857,551	2.97%	509.73
美康粉黛绿眼膜贴60片淡化黑眼圈细纹眼袋紧致淡皱消补水保湿男女	美康粉黛旗舰店	2升7名	9,185,490	1,375,324	1.92%	61.39
钟丽缇同款可贝尔眼纹消水晶眼贴膜淡化细纹熊猫眼保湿眼膜7对装	可贝尔旗舰店	3升4名	6,780,167	406,324	1.42%	72.99
欧莱雅紫熨斗眼霜保湿抗皱紧致淡化细纹黑眼圈30ml	欧莱雅官方旗舰店	4升153名	5,852,317	1,788,390	1.23%	311.66
雅诗兰黛小棕瓶熬夜眼霜15ml 淡化细纹黑眼圈眼袋 补水保湿	Estee Lauder雅诗兰黛官方旗舰店	5升9名	5,554,453	824,023	1.16%	518.51
欧莱雅紫熨斗眼霜玻色因保湿淡化细纹黑眼圈眼袋抗皱提拉紧致30ml	欧莱雅官方旗舰店	6降5名	4,996,160	839,078	1.05%	344.18
仁和眼霜正品补水抗皱去淡化黑眼圈眼袋细纹脂肪粒提拉紧致男女士	药都仁和旗舰店	7升8名	4,506,887	475,798	0.94%	72.36
兰蔻发光眼霜小黑瓶肌底精华眼霜15ml 淡褪	Lancome兰蔻官方旗舰店	8降5名	4,262,511	1,087,992	0.89%	536.68
WIS晶润紧致眼膜贴去淡化眼袋黑眼圈细纹熬夜抗皱补水保湿女学生	WIS旗舰店	9升7名	3,914,376	404,589	0.82%	97.24
【直播】山茶花修复滋养眼部精华15ml	林清轩官方旗舰店	10-	3,844,667	276,952	0.81%	553.07
UNISKIN优时颜微笑眼霜淡皱改善表情纹淡化细纹黑眼圈提亮眼周	优时颜旗舰店	11升154名	3,604,056	364,096	0.75%	292.00
兰蔻发光眼霜15ml 新肌底精华眼霜 淡褪眼袋熊猫眼熬夜	Lancome兰蔻官方旗舰店	12降1名	3,386,150	201,048	0.71%	526.33
兰蔻新菁纯臻颜焕亮眼霜20ml 淡褪干纹细纹	Lancome兰蔻官方旗舰店	13降9名	2,843,272	789,863	0.60%	1090.82
兰蔻小黑瓶大眼精华眼部肌底精华液20ml 淡化眼纹眼袋	Lancome兰蔻官方旗舰店	14降6名	2,757,286	149,919	0.58%	678.67
伊丽莎白雅顿时空焕活眼部胶囊精华液神经酰胺淡化细纹提拉紧致	伊丽莎白雅顿官方旗舰店	15升84名	2,584,983	273,951	0.54%	512.82
科颜氏牛油果眼霜 淡化眼部细纹 保湿护理正品	KIEHL'S科颜氏官方旗舰店	16升3名	2,482,817	466,119	0.52%	409.74
sk-iiskiisk2大眼霜 精华眼霜 滋润提拉紧致眼周护肤官方正品A	SK-II官方旗舰店	17持平	2,479,770	248,984	0.52%	642.55
兰蔻大眼精华小黑瓶眼部肌底精华液20ml 眼霜	Lancome兰蔻官方旗舰店	18降13名	2,393,800	785,362	0.50%	692.73
官方正品薇姿89眼霜改善眼袋淡化细纹褪黑眼圈眼部精华咖啡因眼霜	VICHY薇姿官方旗舰店	19升14名	2,206,902	491,390	0.46%	208.89
雅诗兰黛眼霜 小棕瓶眼精华 修护抗皱 紧致轮廓 淡眼袋细纹泡泡眼	Estee Lauder雅诗兰黛官方旗舰店	20降10名	1,964,779	502,660	0.41%	583.40

- Eye Care GMV was ¥ 4.7bn in Feb 2020, TOP20 products accounted for 19% of total GMV
- Estee Lauder Advanced Night Repair Eye Creme ranked No.1 and reached ¥ 14M turnover, accounted for 3% of the market size
- AOV for international big brands ranged between ¥ 500-700, for second-tiered brands was around ¥ 300

# 2018-19 China Face Toner Market Overview



Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	460,308,837	409,684,212	32,062,871	26,151,858	141.51	138.6
Feb	393,587,122	267,777,087	28,821,246	22,832,860	139.94	138.29
Mar	614,749,582	573,859,157	37,768,955	33,248,566	133.67	135.43
Apr	487,551,574	495,322,978	34,875,993	32,709,477	122.42	125.35
May	548,911,864	519,579,156	40,134,609	34,269,780	125.19	125.5
Jun	847,396,904	677,056,093	44,339,001	34,997,964	141.05	126.78
Jul	505,489,568	494,552,913	36,431,679	32,724,316	114.81	111.37
Aug	593,010,491	500,897,996	38,253,891	32,492,045	123.58	124.23
Sep	595,847,917	479,056,657	39,061,920	30,896,145	118.15	128.39
Oct	453,623,566	427,002,019	51,539,422	39,017,841	114.35	119.74
Nov	1,682,846,210	1,135,239,844	54,602,350	44,328,228	183.26	161.45
Dec	663,577,141	501,897,029	38,793,481	33,690,003	140.57	129.9
Total	7,846,900,776	6,481,925,141	476,685,418	397,359,083	137.29	131.67

- China Online Face Toner GMV reached ¥ 64bn in 2018, ¥ 78bn in 2019, increased by 21%
- UV (Unique Visitor) reached 4bn in 2018, 4.7bn in 2019, increased by 20%
- AOV was ¥ 131 in 2018, ¥ 137 in 2019, increased ¥ 6



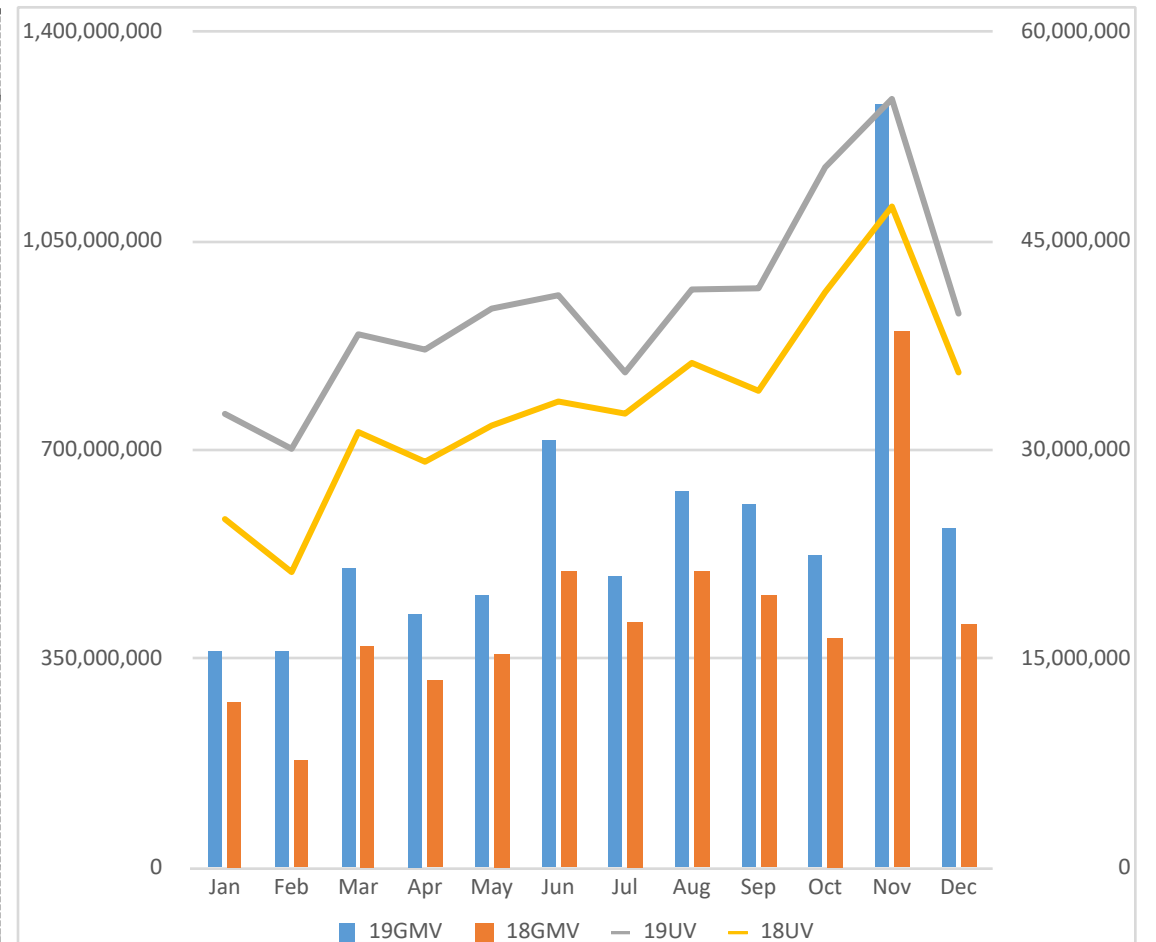
# Face Toner TOP20 products/brands-Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value(¥)	Conversion Rate %	UV	Market share	UV%	AOV
韩束高机能红胶囊补水保湿弹润爽肤水护肤收缩毛孔化妆精华水正品	578958118534	韩束官方旗舰店	1升18名	13,530,571	8.64%	1,527,742	2.57%	4.45%	102.51
兰蔻大粉水新清滢柔肤水400ml 补水保湿 舒缓	43249505908	Lancome兰蔻官方旗舰店	2降1名	11,942,359	1%	2,792,903	2.27%	8.13%	427.60
兰蔻大粉水400ml 新清滢柔肤水 二次清洁 补水滋润	522198475354	Lancome兰蔻官方旗舰店	3升3名	7,522,968	3.03%	584,714	1.43%	1.70%	424.62
雅漾喷雾旗舰店官网正品300ml爽肤水舒缓补水保湿定妆化妆水	598335105944	Avene雅漾海外旗舰店	4升89名	5,815,409	7.92%	463,083	1.10%	1.35%	158.56
科颜氏金盏花植萃爽肤水 补水保湿 收缩毛孔男女	545379144839	KIEHL'S科颜氏官方旗舰店	5持平	5,588,804	1.40%	906,537	1.06%	2.64%	440.36
自然之名爽肤水女补水保湿收缩毛孔神仙侠水健康酵母水控油化妆水	542310923398	自然之名旗舰店	6升10名	4,134,038	4.77%	545,729	0.78%	1.59%	158.81
【活动礼遇】悦木之源王一博力荐灵芝精华菌菇水爽肤水湿敷套装	40647145903	悦木之源官方旗舰店	7-	4,012,642	1.61%	747,458	0.76%	2.18%	333.44
BM肌活糙米精华水发酵液护肤补水提亮精华液修护敏感干燥华熙生物	602374966975	biomeso旗舰店	8升14名	3,645,185	6.32%	357,521	0.69%	1.04%	161.32
法国勃朗圣泉补水喷雾护肤保湿水爽肤水 舒缓修护敏感肌儿童可用	601467256038	勃朗圣泉官方旗舰店	9降1名	3,631,851	4.44%	565,414	0.69%	1.65%	144.67
雅诗兰黛樱花微精华200ml 补水提亮 细腻剔透 收缩毛孔去闭口	591691112953	Estee Lauder雅诗兰黛官方旗舰店	10升72名	3,630,773	0.71%	572,895	0.69%	1.67%	892.62
HFP金盏花舒缓爽肤水 控油收缩毛孔补水保湿健康水化妆护肤品男女	542679906360	HomeFacialPro旗舰店	11降4名	3,434,395	3.16%	637,783	0.65%	1.86%	170.41
avene雅漾舒缓调理喷雾300ml大喷爽肤水补水定妆敏感肌护肤品保湿	520711852230	雅漾官方旗舰店	12持平	3,282,505	4.37%	376,552	0.62%	1.10%	199.48
颐莲玻尿酸补水喷雾舒缓保湿爽肤水化妆水定妆喷雾官网正品福瑞达	533098872301	颐莲旗舰店	13升18名	3,226,828	8.42%	514,345	0.61%	1.50%	74.51
刘宇宁推荐城野医生毛孔收缩水保湿爽肤收敛化妆水旗舰店官方旗舰店	557642631412	drcilabo旗舰店	14升61名	2,928,408	4.42%	358,005	0.56%	1.04%	185.06
娇兰帝皇蜂姿蜜润柔肤水花蜜爽肤水女补水保湿化妆水150ml/300ml	536464930514	Guerlain娇兰官方旗舰店	15降11名	2,737,157	0.63%	447,819	0.52%	1.30%	970.19
日本Naris娜丽丝角质调理化妆水毛孔收敛水薏仁补水保湿爽肤水女	543844899778	NARIS娜丽丝海外旗舰店	16升206名	2,700,954	8.66%	298,316	0.51%	0.87%	104.55
【38预售】OLAY酵母精华水菁醇青春护肤化妆水爽肤水补水面部保湿	567676536476	olay官方旗舰店	17-	2,636,730	2.15%	420,089	0.50%	1.22%	291.93
HBN日本α-熊果苷精粹水发光水张嘉倪同款提亮肤色精华水熬夜救星	599217001492	HBN旗舰店	18升3名	2,618,315	4.75%	371,586	0.50%	1.08%	148.34
origins/悦木之源王一博力荐灵芝精华水菌菇水爽肤湿敷维稳修护	521896948515	悦木之源官方旗舰店	19-	2,517,760	0.84%	923,393	0.48%	2.69%	324.60
薇诺娜青刺果修护保湿喷雾150ml舒缓滋润敏感肌补水爽肤水	583397925868	薇诺娜官方旗舰店	20升43名	2,435,579	4.11%	550,672	0.46%	1.60%	107.61

- Face Toner GMV was ¥ 5bn in Feb 2020, TOP20 products accounted for 17% of total GMV
- Kans Hydra-Replumping toner ranked No.1 and reached ¥ 14M turnover, accounted for 2.6% of the market size
- AOV for international big brands, eg: Lancome and Kiehl's was around ¥ 400, Estee Lauder and Guerlain was ¥ 900+, the rest was around ¥ 100-200

# 2018-19 China Face Wash Market Overview

Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	362,897,377	275,303,889	32,587,992	25,029,803	78.09	73.42
Feb	363,012,890	181,301,470	30,079,083	21,223,600	78.22	72.64
Mar	499,770,052	371,770,443	38,306,028	31,282,865	80.47	72.86
Apr	425,886,231	313,473,003	37,205,059	29,150,120	71.98	70.19
May	457,658,700	358,455,445	40,150,932	31,748,836	74.22	70.74
Jun	717,164,133	496,508,427	41,110,893	33,476,626	83.59	73.62
Jul	485,489,906	409,750,662	35,565,770	32,605,264	74.58	72.07
Aug	630,928,083	495,937,849	41,523,826	36,249,696	76.32	72.96
Sep	606,197,571	455,431,256	41,609,194	34,244,594	75.18	73.33
Oct	521,363,177	385,482,512	50,303,921	41,333,159	68.19	68.53
Nov	1,277,441,473	897,274,040	55,212,348	47,484,046	91.91	86.72
Dec	568,287,102	405,810,225	39,791,915	35,563,676	76.51	73.67
Total	6,916,096,695	5,046,499,221	483,446,961	399,392,285	78.62	74.43



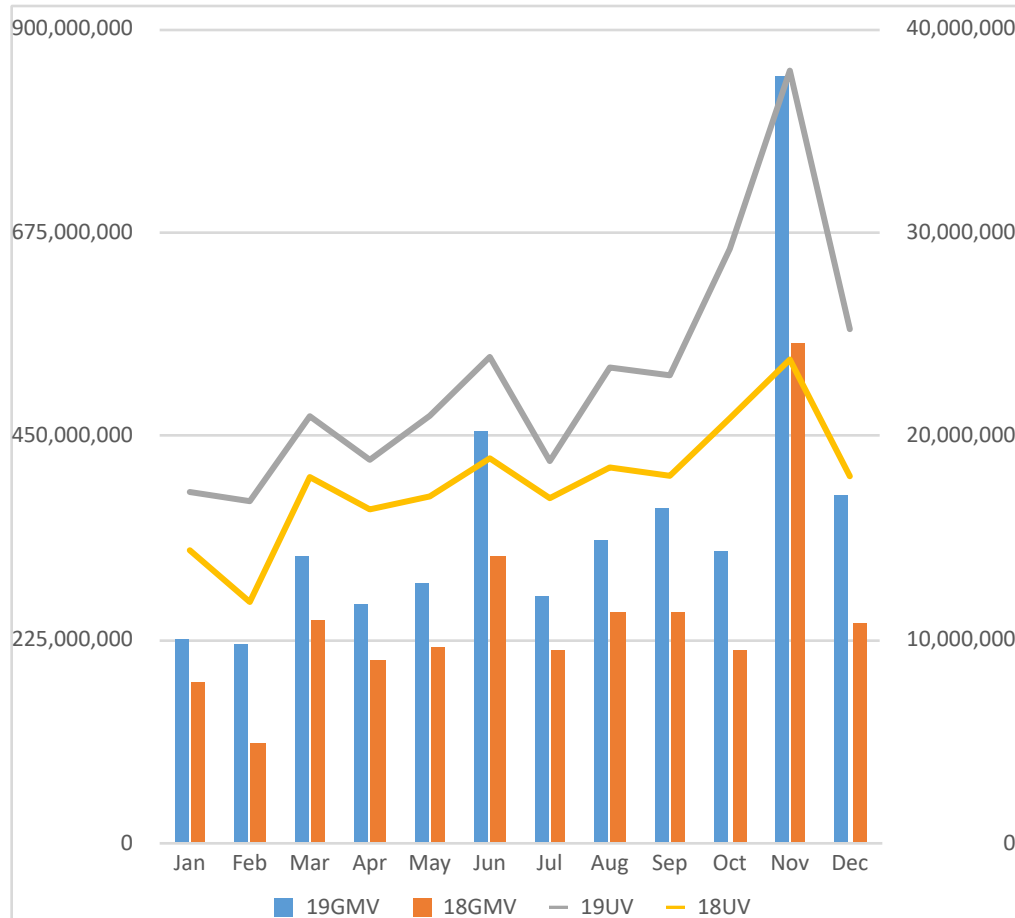
- China Online Face Wash GMV reached ¥50bn in 2018, ¥69bn in 2019, increased by 37%
- UV (Unique Visitor) reached 4bn in 2018, 4.8bn in 2019, increased by 21%
- AOV was ¥74 in 2018, ¥78 in 2019, increased ¥4

# Face Wash TOP20 products/brands-Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value(¥)	Conversion Rate %	UV	Market share	UV%	AOV
雪玲妃氨基酸洗面奶女男补水保湿控油深层清洁毛孔除螨洁面乳学生	561427522238	雪玲妃旗舰店	1升1名	17,138,410	13.46%	2,701,016	3.86%	7.48%	47.14
半亩花田氨基酸洗面奶洁面乳深层清洁除螨去痘控油去螨虫面部男女	595278176751	半亩花田旗舰店	2升1名	9,443,417	9.54%	1,587,672	2.12%	4.40%	62.35
【官方正品】EltaMD氨基酸泡沫洁面乳80ml/207ml洗面奶控油清洁	575893258250	EltaMD海外旗舰店	3升12名	8,857,643	5.13%	1,154,359	1.99%	3.20%	149.58
【断货王】赫丽尔斯氨基酸洗面奶女控油深层洁颜蜜保湿卸妆洁面乳	579796142181	HELIUS化妆品旗舰店	4升1名	6,893,956	6.32%	649,124	1.55%	1.80%	168.04
freeplus芙丽芳丝洗面奶氨基酸系净润洁面霜男女温和清洁敏感肌	525756387806	freeplus芙丽芳丝官方旗舰店	5降1名	6,387,717	4.44%	852,948	1.44%	2.36%	168.67
资生堂dprogram安肌心语大白管净颜洁面深层补水保湿男女洗面奶	612340343774	dprogram安肌心语官方旗舰店	6-	4,318,217	5.73%	631,535	0.97%	1.75%	119.33
Freeplus/芙丽芳丝净润洁面霜100g深层清洁温和氨基酸系洗面奶	16818781169	天猫超市	7升16名	4,170,121	9.82%	331,734	0.94%	0.92%	128.01
谷雨洁面氨基酸洗面奶敏感肌清洁温和慕斯泡沫卸妆带刷头男女	541571591093	谷雨化妆品旗舰店	8升10名	4,047,389	5.76%	729,530	0.91%	2.02%	96.32
FAB急救美人氨基酸洁面乳 补水控油温和泡沫洗面奶女	612384352621	FirstAidBeauty海外旗舰店	9-	3,911,689	5.40%	626,461	0.88%	1.74%	115.63
完美日记白胖子氨基酸洗面奶女温和泡沫洁面深层清洁学生男士	610764039630	perfectdiary旗舰店	10降2名	3,877,377	4.49%	1,266,314	0.87%	3.51%	68.19
Freeplus芙丽芳丝洗面奶氨基酸净润洁面霜100g 洁面清洁泡沫温和	560661626878	阿里健康大药房	11降5名	3,719,553	8.08%	368,282	0.84%	1.02%	125.00
透真氨基酸洗面奶女男深层清洁毛孔温和卸妆补水保湿弱酸洁面乳	3861809820	透真旗舰店	12升1名	2,945,548	7.18%	712,912	0.66%	1.98%	57.54
至本舒颜修护洁面乳120g氨基酸洗面奶男女士温和清洁保湿绵密泡沫	586844962932	至本旗舰店	13升1名	2,758,734	9.31%	496,536	0.62%	1.38%	59.68
佰草世家洗面奶女男士补水保湿控油祛痘深层清洁黑头氨基酸洁面乳	566705404858	佰草世家旗舰店	14降4名	2,515,858	40.18%	723,411	0.57%	2.00%	8.66
法兰琳卡氨基酸洗面奶深层清洁补水保湿温和洁面乳控油祛痘女正品	569063676585	法兰琳卡旗舰店	15-	2,363,665	12.26%	365,039	0.53%	1.01%	52.81
HE男士专用洗面奶套装控油祛痘去黑头变美白保湿补水洁面乳护肤品	612249570258	HE赫恩化妆品旗舰店	16-	2,194,830	25.06%	181,801	0.49%	0.50%	48.18
朵拉朵尚洗面奶女深层清洁温和除螨控油去螨虫男氨基酸泡沫洁面乳	606333103799	朵拉朵尚旗舰店	17升40名	2,025,177	15.97%	217,891	0.46%	0.60%	58.20
李佳琦推荐 unny氨基酸洗面奶女控油泡沫细腻敏感肌 悠宜洁面男	599282485806	李佳琦专属店	18升9名	1,968,956	5.63%	647,802	0.44%	1.80%	53.99
联合利华多芬氨基酸洁面泡泡慕丝洗面奶清洁官方正品160ml*2	539761662016	联合利华官方旗舰店	19升6名	1,931,755	8.28%	281,047	0.43%	0.78%	83.01
丝塔芙白泡芙洁面敏感肌卸妆保湿泡沫洗面奶男女236ml*2	593304367669	cetaphil海外旗舰店	20-	1,916,900	4.26%	424,265	0.43%	1.18%	106.06

- Face Wash GMV was ¥5bn in Feb 2020, TOP20 products accounted for 17% of total GMV
- Snefe Amino Acid Cleaner ranked No.1 and reached ¥17M turnover, accounted for 4% of the market size
- AOV ranged from ¥50- ¥100

# 2018-19 China Makeup Remover Market Overview



Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	225,797,260	179,535,081	17,270,111	14,407,856	73.65	74.55
Feb	219,835,523	111,320,576	16,819,336	11,867,116	74.97	75.57
Mar	316,836,319	246,339,522	20,992,606	18,003,712	76.62	76.12
Apr	262,669,378	202,545,843	18,851,339	16,416,778	75.63	73.92
May	286,884,257	217,481,997	21,014,879	17,053,656	76.47	75.13
Jun	454,560,902	315,623,235	23,905,904	18,924,794	85.88	80.78
Jul	273,532,265	213,730,141	18,789,948	16,967,347	74.72	72.4
Aug	335,028,452	254,625,465	23,386,168	18,476,129	74.38	74.03
Sep	370,943,996	256,114,393	23,003,128	18,066,205	74.54	65.62
Oct	322,720,223	214,068,289	29,216,988	20,894,270	68.78	66.45
Nov	846,398,445	552,701,046	37,971,179	23,778,396	90.47	90.23
Dec	386,043,689	242,628,865	25,270,613	18,044,993	74.42	72.73
Total	4,301,250,709	3,006,714,453	276,492,199	212,901,252	78.17	75.86

- China Online Makeup Remover GMV reached ¥30bn in 2018, ¥43bn in 2019, increased by 43%
- UV (Unique Visitor) reached 2.1bn in 2018, 2.7bn in 2019, increased by 30%
- AOV was ¥75 in 2018, ¥78 in 2019, increased ¥3

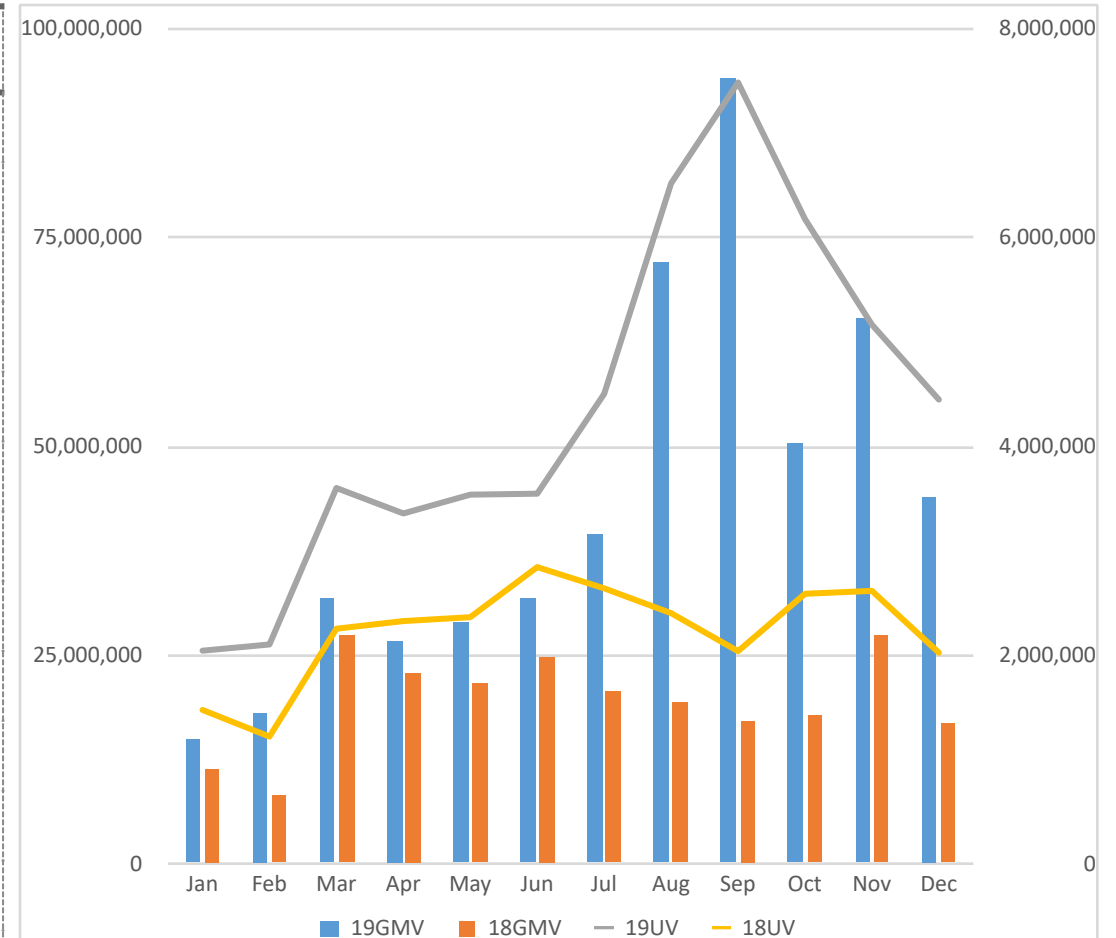
# Makeup Remover TOP20 products/brands 2020

Product description	Store Name	Industry Rank	Transaction Value( ¥ )	Conversion Rate %	UV	Market share	UV%	AOV
完美日记白胖子氨基酸卸妆水女脸部温和和敏感肌深层清洁官方正品	perfectdiary旗舰店	1持平	16,876,153	9.70%	2,648,745	8.48%	12.85%	65.68
花西子卸妆巾湿巾女温和无刺激脸部深层清洁一次性单片装卸妆水性卸妆水	花西子旗舰店	2持平	12,501,350	8.08%	1,969,371	6.28%	9.55%	78.56
稚优泉卸妆水正品眼唇脸三合一温和清洁卸妆液乳学生按压瓶女保湿	稚优泉化妆品旗舰店	3升171名	8,681,594	37.00%	107,492	4.36%	0.52%	218.28
BOBBI BROWN芭比波朗清透舒盈洁肤油卸妆油 深层清洁滋润舒缓清爽	BOBBI BROWN芭比波朗官方旗舰店	5升59名	5,762,706	1.73%	763,109	2.90%	3.70%	436.51
farmacy卸妆膏清洁膏100ml一秒乳化深脸部温和清洁唇	Farmacy海外旗舰店	6升32名	4,492,446	3.37%	377,819	2.26%	1.83%	352.83
逐本十效植物卸妆油敏感肌孕妇脸部深层温和清洁眼唇无刺激水乳膏	逐本旗舰店	7降3名	3,266,203	7.51%	502,034	1.64%	2.43%	86.63
完美日记白胖子氨基酸卸妆湿巾女脸部温和和深层清洁正品单片一次性	perfectdiary旗舰店	8降2名	3,204,199	4.76%	1,360,296	1.61%	6.60%	49.49
美宝莲眼唇卸妆液脸部温和和清洁眼唇脸三合一卸妆水官方正品卸妆油	美宝莲旗舰店	9降4名	2,892,273	6.37%	542,213	1.45%	2.63%	83.74
byphasse蓓昂丝卸妆水脸部温和和清洁眼唇脸三合一倍贝蓓昂斯	BYPHASSE海外旗舰店	10升3名	2,548,990	6.49%	441,649	1.28%	2.14%	88.93
LAN兰天然水感卸妆油 植物精华敏感肌可用 眼唇脸部温和和官方正品	兰旗舰店	11持平	2,227,336	7.55%	268,372	1.12%	1.30%	109.93
王一博力荐植村秀明星琥珀臻萃洁颜油脸部深层清洁卸妆	shu uemura植村秀官方旗舰店	12降2名	2,144,822	1.03%	357,171	1.08%	1.73%	583.01
格兰玛弗兰卸妆油卸妆水女深层温和和清洁眼唇脸部三合一按压瓶正品	格兰玛弗兰旗舰店	13-	2,106,956	9.11%	360,815	1.06%	1.75%	64.10
EMMA HARDIE艾马哈迪 辣木籽卸妆膏 10周年限量礼盒 英国进口	OMEY鸥美药妆海外旗舰店	14-	2,033,996	1.77%	264,160	1.02%	1.28%	435.02
完美日记白胖子氨基酸卸妆水3支装温和和清洁	perfectdiary旗舰店	15升50名	1,864,602	2.50%	903,639	0.94%	4.38%	82.54
法国贝德玛卸妆水粉水 脸部温和和清洁 卸妆油卸妆液眼唇脸三合一女	careplus海外旗舰店	16降9名	1,553,942	10.15%	181,412	0.78%	0.88%	84.39
Bielenda碧莲达玫瑰果卸妆液敏感肌温和和深层清洁眼唇脸部卸妆水油	bielenda海外旗舰店	17-	1,457,768	4.08%	329,001	0.73%	1.60%	108.60
日本正品Purevivi皇后卸妆水女脸部温和和清洁多效合一	purevivi旗舰店	18升343名	1,390,655	6.65%	399,390	0.70%	1.94%	52.36
BANILACO芭妮兰zero卸妆膏乳霜温和和眼唇清洁脆弱肌专用旗舰店官网	banilaco芭妮兰海外旗舰店	19升6名	1,349,235	5.71%	229,149	0.68%	1.11%	103.12
薇拉凯瑟卸妆水脸部温和和清洁眼唇专用女卸妆液深层清洁	willacather化妆品旗舰店	20-	1,248,761	9.11%	189,243	0.63%	0.92%	72.43

- Makeup Remover GMV was ¥ 1.99bn in Feb 2020, TOP20 products accounted for 42% of total GMV
- Perfect Diary Amino Acid Makeup Remover ranked No.1 and reached ¥ 17M turnover, accounted for 8.5% of the market size, AOV was ¥ 66
- AOV for Bobbi Brown was ¥ 436, Farmacy was ¥ 352

# 2018-19 China Neck Creme Market Overview

Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	14,927,678	11,453,949	2,049,808	1,482,265	107.42	111.66
Feb	18,078,492	8,336,002	2,109,286	1,227,275	106.92	119.25
Mar	31,738,804	27,312,799	3,607,887	2,260,320	113.5	119.4
Apr	26,898,328	23,069,943	3,364,186	2,333,382	115.86	108.38
May	28,974,586	21,549,079	3,544,239	2,370,684	105.25	103.79
Jun	31,943,859	24,915,398	3,553,458	2,850,444	111.88	84.87
Jul	39,492,899	20,665,333	4,509,148	2,646,870	82.97	83.92
Aug	72,110,941	19,385,494	6,525,597	2,409,082	79.01	74.85
Sep	94,121,466	17,043,857	7,491,861	2,045,062	78.81	81.97
Oct	50,284,035	17,990,450	6,183,668	2,594,919	75.44	80.28
Nov	65,264,081	27,377,801	5,172,267	2,622,797	104.61	98.61
Dec	43,913,815	16,884,052	4,454,895	2,030,847	98.35	110.93
Total	517,748,984	235,984,157	52,566,300	26,873,947	90.83	95.06



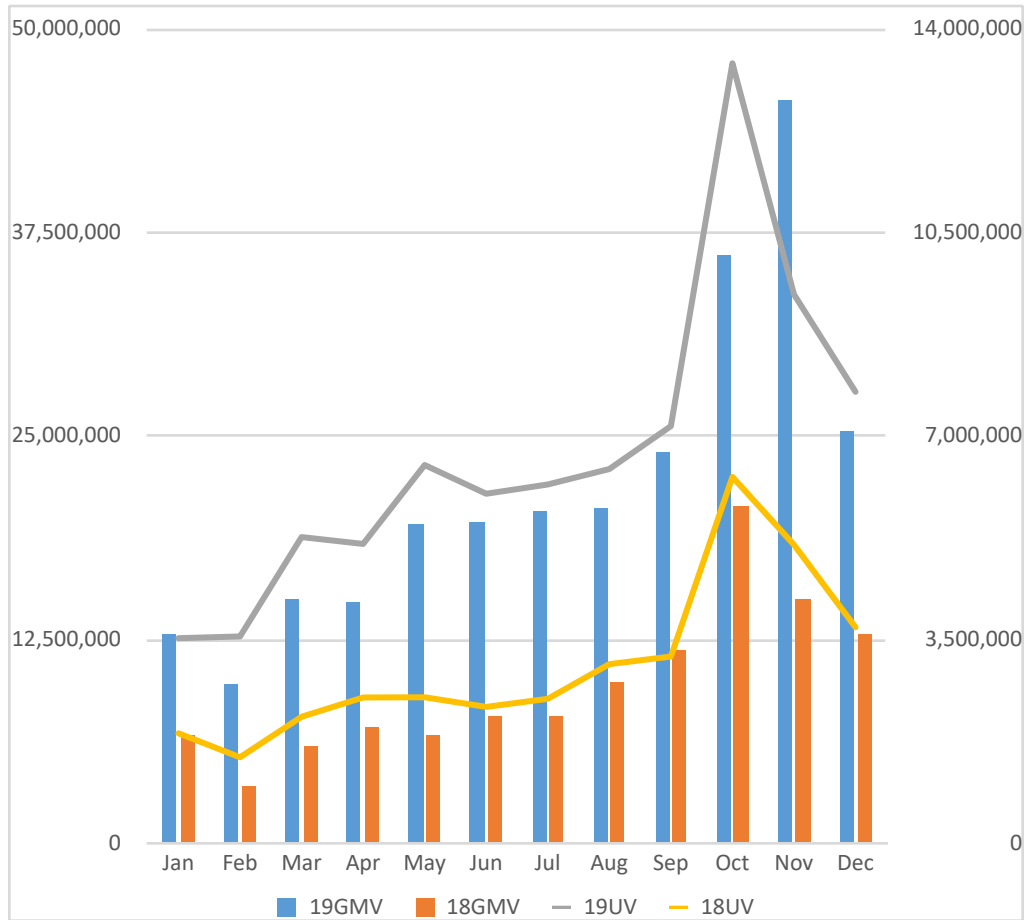
- China Online Neck Creme GMV reached ¥2bn in 2018, ¥5bn in 2019, increased by 120%
- UV (Unique Visitor) reached 27M in 2018, 52M in 2019, increased by 96%
- AOV was ¥95 in 2018, ¥90 in 2019, dropped ¥5

# Neck Creme TOP20 products/brands-Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value(¥)	Conversion Rate %	UV	Market share	UV%	AOV
梵西双滚轮v型美颈霜颈部护理去淡化颈纹提拉紧致按摩脖子颈膜	600048421162	梵西化妆品旗舰店	1持平	15,311,481	25.41%	834,818	22.53%	12.66%	72.18
【薇娅推荐】凡士林特润修护柔珠颈部精华露颈霜脖子颈纹颈霜	599541484388	vaseline凡士林官方旗舰店	2-	3,599,763	10.08%	251,257	5.30%	3.81%	142.13
透真滚轮美颈霜女颈部护理按摩去淡化颈纹霜提拉紧致脖子嫩白颈膜	599557945046	透真旗舰店	3升12名	2,977,825	3.19%	1,089,692	4.38%	16.52%	85.67
MEDI-PEEL/美蒂菲韩国颈纹霜缩氨酸拉丝颈霜淡化颈纹护理	575912630345	MediPeel海外旗舰店	4升21名	2,817,413	3.95%	358,416	4.15%	5.43%	199.01
LiLiA双滚轮V型美颈霜去淡化颈纹提拉紧致女颈部护理脖子颈膜	591045518259	lilia旗舰店	5降3名	2,667,169	8.60%	376,573	3.92%	5.71%	82.36
韩国德妃美颈霜小熨斗去淡化颈纹提拉护理紧致修护劲霜嫩白女颈膜	600653487456	dermafirm德妃旗舰店	6升34名	2,320,906	11.61%	213,152	3.41%	3.23%	93.79
娇韵诗焕颜紧致颈霜50ml淡化颈纹提拉光滑抗皱提拉嫩滑细腻易吸收	40534364342	法国娇韵诗官方旗舰店	7降4名	1,274,518	0.42%	434,570	1.88%	6.59%	698.29
德国zirkulin哲库林勾果草肩颈霜舒缓肩颈缓解久坐颈椎疲劳125ml	595955969202	zirkulin海外旗舰店	8降2名	1,204,525	6.50%	221,141	1.77%	3.35%	83.80
日本VC颈纹霜 去黑美颈霜 颈部护理颈膜嫩白 去颈纹神器 提拉紧致	585548744960	scophil轻奢私护	9降4名	1,120,768	30.19%	8,026	1.65%	0.12%	462.54
凡士林修护提拉紧致颈部颈霜颈纹霜补水嫩人必备烟酰胺淡化干纹女	602731520747	vaseline凡士林官方旗舰店	10降6名	916,398	3.92%	134,269	1.35%	2.04%	174.11
雪梨美妆 西班牙颈霜XHEKPON颈纹霜去颈纹神器紧致颈部	562440870280	雪梨生活 cherie beauty	11升191名	865,831	13.42%	62,717	1.27%	0.95%	102.87
自然旋律六胜肽颈纹霜去淡化颈部护理提拉紧致颈膜颈纹美颈霜	575912069022	自然旋律旗舰店	12降2名	839,775	5.67%	181,477	1.24%	2.75%	81.61
儒意双滚轮V型美颈霜去淡化颈纹颈部护理提拉紧致按摩脖子白颈膜	592463257445	儒意化妆品旗舰店	13升20名	726,516	31.88%	134,369	1.07%	2.04%	16.96
gnmn滚轮美颈霜颈部去淡化颈纹霜神器护理按摩李佳提拉紧致颈膜琦	603128184817	gnmn旗舰店	14升82名	679,631	3.89%	212,756	1.00%	3.23%	82.12
V型六胜肽烟酰胺美颈霜颈部护理去淡化颈纹提拉紧致脖子颈膜颈纹霜	602630278194	蓝尼芳旗舰店	15升17名	640,406	16.89%	92,114	0.94%	1.40%	41.16
薇娅推荐温度天鹅美颈霜补水保湿提拉紧致淡化细纹颈部颈纹霜正品	606334587810	温度化妆品旗舰店	16降8名	593,395	4.76%	158,192	0.87%	2.40%	78.80
nff颈霜颈部护理颈纹霜去淡化颈纹提拉紧致细纹天鹅颈脖子颈膜女	597265629039	nff化妆品旗舰店	17升4名	577,284	21.85%	108,804	0.85%	1.65%	24.28
Revision Skincare淡化颈纹胜肽颈霜提拉紧致颈部护理美颈霜女	572399741572	revisionskincare海外旗舰店	18降1名	498,968	1.14%	48,878	0.73%	0.74%	895.48
悦芙媿六胜肽颈霜去淡化颈纹霜颈部护理紧致按摩脖子纹天鹅颈美颈	598105948919	hapsode悦芙媿旗舰店	19升1名	472,754	5.11%	110,736	0.70%	1.68%	83.55
韩国媳妇大璐璐MEDI-PEEL/美蒂菲年轮颈霜舒缓肌肤提拉紧致颈纹霜	599001498113	韩国媳妇大璐璐	20升25名	467,833	8.85%	26,617	0.69%	0.40%	198.60

- Neck Creme GMV was ¥ 68M in Feb 2020, TOP20 products accounted for 60% of total GMV
- Fonce Neck Creme ranked No.1 and reached ¥ 15M turnover, accounted for 22% of the market size, AOV was ¥ 66
- AOV for top ranked products was relatively low

# 2018-19 Travel/ Introductory Set Market Overview



Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	12,816,226	6,629,049	3,531,076	1,895,874	107.27	66.72
Feb	9,833,338	3,606,489	3,560,814	1,483,547	97.59	85.09
Mar	14,988,376	5,969,668	5,269,555	2,180,133	95.92	76.98
Apr	14,813,199	7,099,926	5,151,857	2,511,523	111.36	71.41
May	19,608,184	6,673,486	6,508,355	2,515,143	97.45	71.15
Jun	19,741,544	7,870,526	6,014,647	2,349,873	98.04	72.31
Jul	20,327,484	7,794,667	6,174,010	2,488,490	103.63	80.04
Aug	20,485,366	9,866,157	6,439,457	3,084,990	99.14	57.27
Sep	24,027,441	11,844,922	7,177,363	3,215,303	107.92	70.39
Oct	36,169,725	20,701,151	13,416,524	6,304,076	80.59	77.9
Nov	45,572,393	15,072,445	9,442,661	5,137,328	110.91	94.36
Dec	25,356,216	12,821,533	7,767,140	3,718,296	109.41	99.75
Total	263,739,492	115,950,019	80,453,459	36,884,576	100.32	76.62

- China Online Travel/Introductory Set GMV reached ¥1bn in 2018, ¥2bn in 2019, increased by 127%
- UV (Unique Visitor) reached 37M in 2018, 80M in 2019, increased by 118%
- AOV was ¥76 in 2018, ¥100 in 2019, increased ¥24



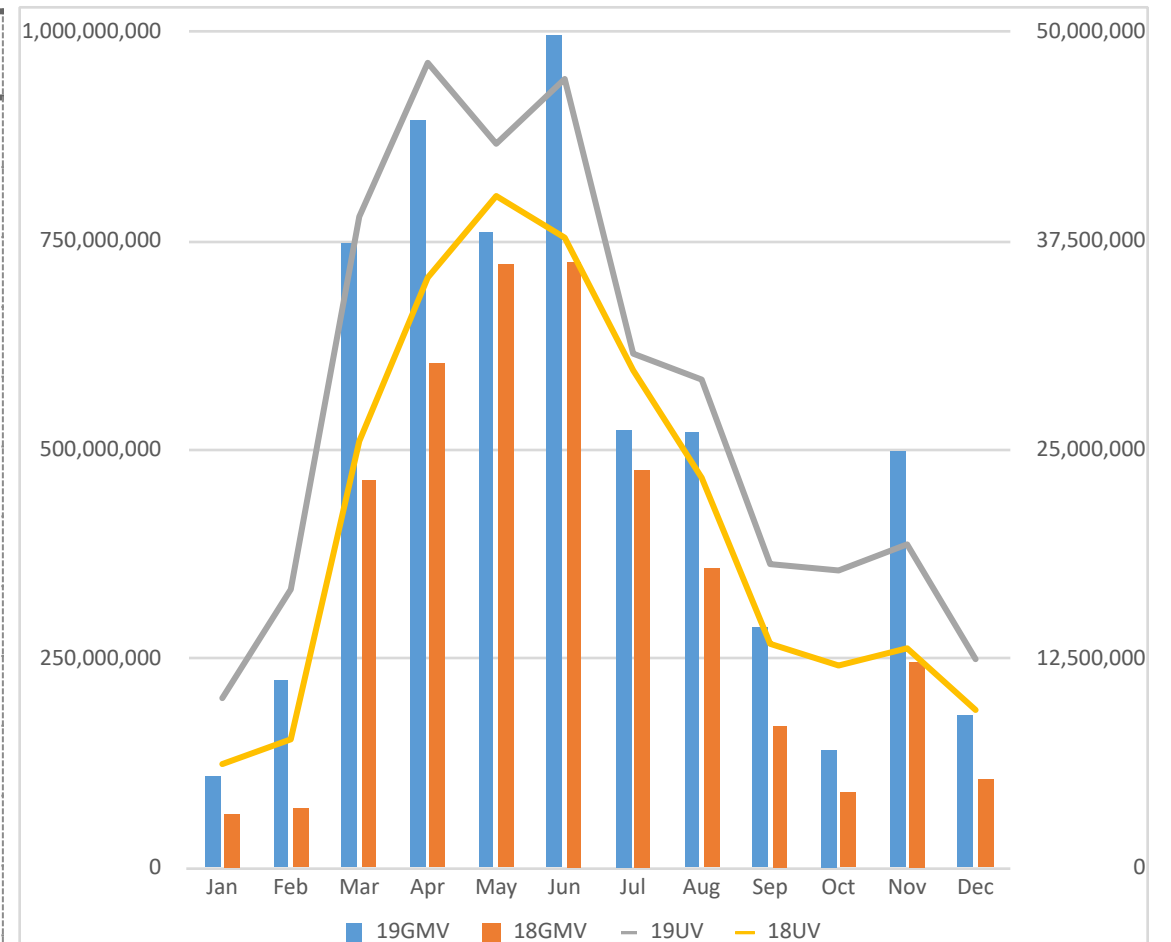
# Travel/ Introductory Set TOP20 products/brands-Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value(¥)	Conversion Rate %	UV	Market share	UV%	AOV
现货】一次性三层防护面罩加厚民用防尘透气50只装 可发顺丰到付	612312557981	福建薇诺娜总代 敏感肌肤特护霜护肤品	1-	598,352	2.27%	117,962	2.34%	1.13%	223.45
[3月回购券]肌肤之钥CPB焕耀星品体验礼包(非卖品)+回购抵用券	610979936439	肌肤之钥官方旗舰店	2升51名	336,104	0.75%	95,916	1.31%	0.92%	467.22
德国代购口原装3M 德国代购FFP2 FFP1标准	612083902045	coco安心小铺	3-	220,631	0.11%	823,731	0.86%	7.92%	243.49
奥伦纳素焕活闪耀套组 保湿嫩肤 明星产品惊喜尝鲜 返200元优惠券	612521633268	ernolaszlo奥伦纳素旗舰店	4-	207,418	7.74%	13,112	0.81%	0.13%	204.38
谷雨光甘草亮白旅行套装提亮补水保湿水乳淡斑精华护肤套装女正品	608213402815	谷雨化妆品旗舰店	5升1名	197,447	3.32%	127,585	0.77%	1.23%	46.61
雅诗兰黛 小棕瓶/原生液/智妍精华面霜	609977004498	菲菲全球站	6-	181,687	6.12%	14,444	0.71%	0.14%	205.53
丸美弹弹眼眼霜第五代弹力蛋白眼精华素淡纹紧致旗舰店官网正品	612007675159	丸美鑫丝路专卖店	7持平	168,624	5.15%	64,009	0.66%	0.62%	51.15
日本BIORE碧柔防晒霜女清爽面部水感防紫外线隔离男保湿SPF50 50g	611660809778	么么小玄子	8-	157,654	3.36%	101,314	0.62%	0.97%	46.31
【潘多啦海外购】韩国whoo后天率丹水乳小样试用装30对	612484147007	潘多啦海外购	9-	131,100	6%		0.51%	0.00%	
欧泉琳福袋专享 乳木果菁华莹润霜春夏补水保湿滋润面霜懒人霜	611009996820	欧泉琳旗舰店	10升90名	127,228	69.56%		0.50%	0.00%	
大头瑞士Valmont/法尔曼幸福面膜50ml客装/200ml院装稀少限老客购	594847460156	Datou Shop大头姐妹花	11降6名	117,432	0.18%	45,036	0.46%	0.43%	1448.62
【已抢光】充99送新安无添加氨基酸洗面奶	606604206183	赫之本品牌店	12-	103,276	24.84%		0.40%	0.00%	
小样	576128480492	范思的小店	13升119名	102,770	6.67%		0.40%	0.00%	
【潘多啦海外购】韩国whoo后雪美白水乳小样试用装30对	611731100656	潘多啦海外购	14-	102,375	7.36%		0.40%	0.00%	
兰蔻小样/小黑瓶/紫水/菁纯玫瑰水/雪花霜	610242317997	菲菲全球站	15-	96,822	5.32%	10,942	0.38%	0.11%	166.33
海蓝之谜LaMer精华经典面霜神奇乳霜3.5ml试用旅行小样精萃液精华	589204158539	车厘爸爸美国专柜代购	16升20名	82,280	0.18%	187,259	0.32%	1.80%	244.11
【会员先试后买】IPSA茵芙莎 水润防晒套装 星品体验 臻享优惠券	603212038997	ipsa茵芙莎旗舰店	17-	79,400	2.30%	33,326	0.31%	0.32%	103.59
薇诺娜舒敏保湿特护霜30g(2g*15) 官方旗舰店正品官网特护霜小样	597527571525	美丽主题化妆品专营	18降5名	75,433	1.56%	71,861	0.30%	0.69%	67.29
正品姬存希四件套装 水 乳 洁面乳 面膜补水保湿九件套小样试用装	564811919327	姬存希品牌护肤馆	19-	73,970	0.08%	95,661	0.29%	0.92%	966.56

- Travel/Introductory Set GMV was ¥ 1.99bn in Feb 2020, TOP20 products accounted for 12% of total GMV
- High demand for Travel/Introductory Sets with high AOVs. Cle de peau had ¥ 15M turnover with ¥ 467 AOV; Erno Laszlo had ¥ 20M turnover with ¥ 243 AOV

# 2018-19 SPF Defense Market Overview

Date	19GMV	18GMV	19UV	18UV	19AOV	18AOV
Jan	109,229,831	63,700,490	10,140,414	6,194,607	112.66	113.09
Feb	223,565,294	70,388,385	16,651,708	7,674,504	106.3	98.54
Mar	745,733,155	463,093,615	38,959,946	25,518,015	102.32	103.18
Apr	895,216,249	604,648,946	48,170,553	35,314,769	89.96	99.49
May	758,605,507	720,779,150	43,325,338	40,197,919	96.13	95.89
Jun	996,161,027	726,454,430	47,204,568	37,705,291	111.72	95.25
Jul	524,594,365	477,465,061	30,761,191	29,761,972	98.68	92.87
Aug	521,920,120	357,412,233	29,209,952	23,334,228	99.24	94.4
Sep	288,113,267	169,538,082	18,163,817	13,391,921	106.34	95.32
Oct	140,938,397	89,907,670	17,782,776	12,093,769	102.06	101.45
Nov	499,269,174	246,740,631	19,345,597	13,125,981	146.46	134.35
Dec	182,752,182	105,917,039	12,473,356	9,433,015	125.76	110.07
Total	5,886,098,568	4,096,045,732	332,189,216	253,745,991	103.91	98.99



- China Online SPF Defense GMV reached ¥41bn in 2018, ¥59bn in 2019, increased by 44%
- UV (Unique Visitor) reached 2.5bn in 2018, 3.3bn in 2019, increased by 31%
- AOV was ¥99 in 2018, ¥104 in 2019, increased ¥5

# SPF Defense TOP20 products/brands-Feb 2020

Product description	Product ID	Store Name	Industry Rank	Transaction Value(¥)	Conversion Rate %	UV	Market share	UV%	AOV
ISDIN怡思丁抗光老防晒霜女面部 防紫外线隔离霜学生军训 spf50+	555482903971	ISDIN官方海外旗舰店	1持平	23,784,771	12.85%	813,398	8.46%	4.05%	227.56
recipe玥之秘水晶防晒喷雾无色透明清爽不油腻防晒霜防紫外线隔离	563083746568	recipe旗舰店	2升13名	17,503,059	12.15%	1,729,838	6.23%	8.62%	83.28
【许凯同款】EltaMD清透护肤三重隔离防晒霜SPF45 48g/85g	575941323121	EltaMD海外旗舰店	3升24名	12,381,700	12.07%	694,214	4.40%	3.46%	147.77
泰国Mistine小黄帽面部身体防晒霜乳 防紫外线身体隔离学生蜜丝婷	564842070490	Mistine海外旗舰店	4升6名	7,799,689	12.81%	782,540	2.77%	3.90%	77.81
香蒲丽高倍防晒霜女面部清爽不油保湿防紫外线隔离学生正品SPF50+	565338970287	SHANGPREE海外旗舰店	5升24名	5,347,989	8.74%	468,807	1.90%	2.34%	130.52
【重磅新品】HFP隐形小白盾防晒霜面部防紫外线50+隔离二合一男女	611697007879	HomeFacialPro旗舰店	6升283名	4,746,334	4.41%	767,486	1.69%	3.82%	140.23
ISDIN怡思丁防水隔离防晒霜女SPF50学生军训防汗防紫外线补水保湿	526608696236	ISDIN官方海外旗舰店	7降4名	4,059,963	3.35%	904,910	1.44%	4.51%	133.93
Supergoop!Unseen透明无感防护霜妆前隔离敏感肌日晒防水SPF40	609370186906	Supergoop海外旗舰店	8-	3,871,121	4.94%	331,656	1.38%	1.65%	236.28
ISDIN怡思丁防水隔离防晒霜女SPF50 海边面部防晒乳正品50ml	544091476109	ISDIN官方海外旗舰店	9降2名	3,621,367	8.95%	218,771	1.29%	1.09%	184.95
美肤宝胡一天水薄清透隔离防晒霜50二合一春夏面部女学生防紫外线	568208002268	美肤宝官方旗舰店	10升379名	2,409,947	17.56%	208,099	0.86%	1.04%	65.95
欧莱雅小金管麦色滤面部防紫外线防晒伤隔离防晒霜SPF50+男女30ml	589262335068	欧莱雅官方旗舰店	11降7名	2,261,849	2.94%	478,603	0.80%	2.38%	160.75
韩国RAPERN娜盼防晒霜白藜芦醇全身清爽滋润保湿不油腻脸部SPF50+	612043329608	韩国媳妇大璐璐	12-	2,208,983	23.14%	120,907	0.79%	0.60%	78.95
欧莱雅小金管隔离防晒霜防晒伤防晒黑女防紫外线SPF50+	588793555837	欧莱雅官方旗舰店	13升114名	2,192,289	1.09%	746,954	0.78%	3.72%	269.26
RECIPE玥之秘水晶防晒喷雾150MLSPF50	589356820154	素姿雅名妆	14升5名	2,164,285	5.15%		0.77%	0.00%	
雅漾清爽便携防晒乳30mlSPF50+敏肌隔离紫外线防晒霜军训女小金刚	520720076936	雅漾官方旗舰店	15升76名	1,933,568	4.22%	315,035	0.69%	1.57%	145.44
ANESSA/安热沙小金瓶防晒霜女面部身体60mlSPF50+男女防晒	521027319777	ANESSA安热沙官方旗舰店	16降10名	1,797,527	1.10%	648,651	0.64%	3.23%	251.93
3瓶 美白防晒霜喷雾SPF50+全身脖子面部隔离防水紫外线变学生男女	578496053634	资莱皙旗舰店	17降5名	1,706,879	6.66%	448,696	0.61%	2.24%	57.12
曼秀雷敦新碧水薄清爽隔离防晒霜乳军训学生党女面部防紫外线补水	16408476717	曼秀雷敦旗舰店	18升32名	1,625,039	10.39%	220,722	0.58%	1.10%	70.86
黛珂多重防晒乳霜持久轻盈水润清透养护空气感隔离防护SPF50+	575233002127	黛珂官方旗舰店	19降8名	1,445,842	1.53%	318,572	0.51%	1.59%	296.63
邓紫棋同款曼秀雷敦新碧双重保湿防晒霜女隔离紫外线小金帽旗舰店	527079137591	曼秀雷敦旗舰店	20升35名	1,377,063	7.14%	208,189	0.49%	1.04%	92.64

- SPF Defense GMV was ¥ 2.8bn in Feb 2020, TOP20 products accounted for 37% of total GMV
- Turnover for No.1 selling sun creme-ISDIN was ¥ 2M, accounted for 8.5% market share , AOV was ¥ 227;Products with high AOVs ranged between ¥ 200-300

# 2018-19 China Online Beauty and Skincare/Bath and Body/Essential Oil Market Overview Summary

Product	19GMV	18GMV	19UV	18UV	19AOV	18AOV	GMV YOY GROWTH RATE(%)	UV YOY GROWTH RATE(%)
Face Care Set	31,652,308,334	22,310,246,486	984,543,406	787,162,530	269.20	248.15	42%	25%
Mask	19,299,263,033	18,069,117,201	820,121,236	738,375,088	131.37	140.40	7%	11%
Face Serum	19,025,498,314	12,094,728,718	763,369,768	503,436,969	250.74	248.85	57%	52%
Face Lotion/ Creme	14,574,735,898	10,565,157,832	738,141,235	615,579,287	129.39	122.60	38%	20%
Eye Care	8,388,177,318	5,375,210,072	420,548,148	312,724,810	152.27	144.87	56%	34%
Toner	7,846,900,776	6,481,925,141	476,685,418	397,359,083	137.29	131.67	21%	20%
Face Wash	6,916,096,695	5,046,499,221	483,446,961	399,392,285	78.62	74.43	37%	21%
SPF Defense	5,886,098,568	4,096,045,732	332,189,216	253,745,991	103.91	98.99	44%	31%
Makeup Remover	4,301,250,709	3,006,714,453	276,492,199	212,901,252	78.17	75.86	43%	30%
Neck Creme	517,748,984	235,984,157	52,566,300	26,873,947	90.83	95.06	119%	96%
Travel/ Introductory Set	263,739,492	115,950,019	80,453,459	36,884,576	100.32	76.62	127%	118%

Across all the categories, GMV and UV have both showed a growth trend. The most evident growth has been seen in Neck Creme and Travel/Introductory Set categories (growth>100%), followed by face serum (57%), eye care (56%). Growth of face mask has slowed down to only 7%, which indicated a relatively saturated market. AOV of face wash and make up remover was ¥78, highest AOV of face care products was ¥269 and ¥250 for face serum products, the rest was around ¥100.

FOR MORE INFORMATION PLEASE CONTACT

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THANK YOU