

**March 2014****美容品零售 - China**

美容品零售市场在2013年继续延续前所未有的强劲增长势头，销售额突破1,670亿元人民币。科技创新（如移动购物、平板电脑和互联网普及率的提高）带动了在线美容零售业的增长。同时，大型零售商（如屈臣氏和丝芙兰）入驻低线城市也促进了市场的繁荣发展。

**February 2014****Beauty Retailing - China**

“Deals and discounting can be an entry point to attract new customers and personalisation and relevance in promotion will become the critical point for retailers in coming years. But in the long run, creating unique shopping experience remains essential.”