



**CHINA**

INTRODUCTION TO  
**eCommerce**  
**for Beauty, Skincare**  
**and Makeup in China**



# eCommerce for Beauty, Skincare and Makeup in China

China's Beauty, Skincare and Makeup (BSM) eCommerce industry grew rapidly in response to the 2020 coronavirus epidemic, propelling it to near the top of the global market in 2022. BSM eCommerce accounts for more than 40% of beauty product retail sales in China, and the market is expected to reach AUD72 billion by 2024.

To gather momentum and capitalise on the enormous potential of the Chinese BSM eCommerce market, Australian businesses need a long-term strategy and core strengths.

This programme is designed for companies interested in exploring the BSM eCommerce ecosystem in China and learning what it takes to establish an eCommerce presence there.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 x 2-hour program

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Accelerate your understanding of China's eCommerce platforms**, consumer preferences and digital landscape focused on the BSM sector.



**Build export capability to succeed** in China's BSM eCommerce market.



**Gain access to key Chinese experts** essential for navigating BSM eCommerce in China.



**Enhance your competencies, knowledge, and capabilities** to support results with your BSM eCommerce partners in China.

## Topics covered

1.

### Doing business on Chinese eCommerce platforms focused on Beauty, Skincare and Makeup (BSM)

- Understand the major eCommerce platforms focused on the BSM sector in China.
- Compare and contrast the major eCommerce platforms that focus on the BSM sector in China.
- Build an understanding of the regulatory environment.
- Case study featuring key insights and lessons learned from companies entering China's BSM sector.

2.

### Understanding the digital and consumer landscape for Beauty, Skincare and Makeup (BSM) in China

- Consumer trends and preferences for the BSM sector in China.
- Digital trends and social media strategies for the BSM sector in China.
- Undertaking product localisation for your BSM category product - brand, price and experience.
- Panel discussion with key stakeholders involved in China's eCommerce BSM sector.

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for China.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us

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