

Cosmetics Industry in China – PEST Framework Analysis

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Abstracts

China continues to be one of the largest cosmetic producers in the world. A positive regulatory environment and an upbeat Chinese economy has fueled the growth of the cosmetics industry. Multinationals are consistently expanding operations in China. However, the counterfeit cosmetics still pose as a major deterrent to foreign investment in the industry.

Aruvian's R'search analyzes The Cosmetics Industry in China in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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