

Development and Market of Skin Care Products Industry in Globe and China

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Abstracts

INTRODUCTION

Chinese cosmetics market is the largest emerge market over the world. Chinese cosmetics industry has grew from weak to strong. Skin care product is one of the segments of the cosmetics industry. In 2013, the sales of Chinese skin care market was RMB131.4 billion, and the YOY growth rate is 10%.

Under such intense market competition, and fast growing skin care products market, the skin care product sellers should have different strategies for the segment markets.

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