

Market Analysis of Beauty Shop Industry in China 2015-2020

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Abstracts

INTRODUCTION

In 2014, the market scale of beauty industry in China was RMB635 billion. With the number professional women growing, they have become the most popular consumer group with the strongest consumption power.

On the other hand, as the beauty industry is further segmented, and consumption further diversified and personalized, the beauty industry will become more professional and segmented.

In this report, ASKCI will further disclose market potential and commercial opportunities for beauty shop in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

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