

Sephora (Shanghai) Cosmetic Co Ltd in Beauty and Personal Care (China)

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Abstracts

In line with the rising demand for premium beauty and personal care products, particularly in second- and third-tier cities, Sephora is trying to further broaden its coverage in these lower-tier cities. Besides, penetration into lower-tier cities will be further supported by the robust growth of online sales through platforms including its official website, along with JD.com and Tmall.com. Meanwhile, the company aims to continuously implement its established environmentally-friendly logistics sy...

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