

# Shiseido China Co Ltd in Beauty and Personal Care (China)

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## Abstracts

Facing decelerating growth in the beauty and personal care market, Shiseido China aims to strengthen its distribution network in the country while consolidating its foothold in the mid- and high-end market. To seek new growth engines, the company will penetrate further into second- and third-tier cities via licensed specialist stores. Meanwhile, Shiseido China will further cooperate with chained beauty specialist retailers and parapharmacies/drugstores such as Sephora and Watsons, respectively,...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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