

# Research Report of Chinese Professional Line Cosmetics Industry, 2009-2012

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## Abstracts

The professional line cosmetics refer to the cosmetics used in the beauty salons, with diverse varieties and numerous brands. At present, the professional line cosmetics manufacturers reach more than 5 thousand in China and the annual output values of the beauty industry amount to over 100 billion Yuan, which still keeps growth at speed of 30%. With the changes of people's consumption awareness, the demands for the beauty treatment, hairdressing, body shaping, foot bath and health are increasing. There is huge market opportunity for the professional line cosmetics. At present, the phenomenon, such as product homogenization, convergence of sales, occurs in Chinese professional line cosmetics seriously. The quality of the cosmetics products is intermingled and there are few scaled brands.

From 2008 to the first quarter of 2009, the production of Chinese cosmetics industry continued to keep steady development tendency, the supplies and demands showed the healthy growth, however, the influences of international financial crisis on Chinese economy have not passed the worst period and the growth speed of the cosmetics industry slows down.

The slow-down of the growth speed of the macro economy also affects the consumption for the beauty salons and the sales of the professional line cosmetics. The professional line cosmetics, as the non-daily necessities, have high sensitivity to the macro economy. When the economy cuts down to the bottom, it is the best opportunity to distribute the investments. At present, there is huge potential investment opportunity in the professional line cosmetics industry, especially Chinese traditional medicine cosmetics, medical cosmetics and the men's cosmetics.

This report concludes mass first-hand investigation data and abundant valuable second-

hand information. This report analyzes the present situation and predicts the development trends of Chinese professional line cosmetics industry and makes further researches on the cosmetics market, supplies and demands, concentration, development direction and investment opportunities by making the most use of the detailed information and combining the sales channels and industry chains of the professional line cosmetics, providing important reference values for the users to carry out the commercial investment and formulate development strategies.

**More information can be obtained in this report:**

- Related Concepts of the Professional Line Cosmetics
- Present Development Situation of Chinese Professional Line Cosmetics Industry
- Major Enterprises and Operations of Chinese Professional Line Cosmetics Industry
- Investment Opportunities of Chinese Professional Line Cosmetics Industry
- Competition Situation of Chinese Professional Line Cosmetics Market
- Development Ventures and Venture Aversion Tips of Chinese Professional Line Cosmetics Industry
- Prediction on the Development of Chinese Professional Line Cosmetics Industry

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