




China Beauty Industry Latest market research

Top subcategories, SKUs, and Keywords



Top 5 Sub-Categories and Sales

| Rank | Sub Category | GMV (CNY) | Growth | Market Cap | Orders Market cap |
|---|--------------|---------------|---------|------------|-------------------|
| 1  | Facial Care | 3,076,217,852 | 24.22% | 21.96% | 15.36% |
| 2  | Serum | 2,509,977,377 | 49.98% | 17.85% | 8.65% |
| 3  | Body lotion | 1,858,690,040 | 20.19% | 13.20% | 11.76% |
| 4 | Facial Mask | 1,300,577,222 | 19.77% | 9.26% | 10.64% |
| 5 | Sunscreen | 992,867,502 | 127.33% | 7.12% | 7.81% |

Top 10 Sku (GMV in CNY)



MISTINE Mistine
Sunscreen lotion SPF50

4.53M

1



谷雨 Gu Yu
Brightening Essence Lotion and Toner Set

3.11M

6



至本 Zhiben
Repairing cleanser 120g

3.81M

2



LA MER La Mer
Moisturizing Anti-aging Face Cream

3.08M

7



ESTÉE LAUDER Estee Lauder
Eye Cream

3.57M

3



HR HR
Firming Anti-aging Cream

2.95M

8



PROYA Proya
Deep Ocean Energy Face Cream

3.47M

4



OLAY OLAY
Brightening and whitening freckle-removing Serum

2.94M

9



ESTÉE LAUDER Estee Lauder
Advanced Night Repair Serum

3.21M

5






OLAY OLAY
Advanced Brightening Serum

2.86M

10

Top Key Words

| Ranking | Keywords | Search | Clicks | CTR | CVR |
|---|-------------------------------|---------|---------|--------|--------|
| 1  | Facial cleanser | 151,514 | 104,556 | 69.91% | 26.76% |
| 2  | Face mask | 125,941 | 86,484 | 75.38% | 19.00% |
| 3  | Sunscreen cream | 121,536 | 81,703 | 68.49% | 16.68% |
| 4 | Li Jia Qi Live broadcast room | 100,405 | 12,601 | 1.87% | 0.94% |
| 5 | Sun block | 97,906 | 62,262 | 66.68% | 12.34% |
| 6 | Hand cream | 96,005 | 71,701 | 78.81% | 26.55% |
| 7 | Cleansing oil | 93,695 | 58,364 | 65.54% | 24.93% |
| 8 | Body lotion | 93,505 | 68,724 | 79.14% | 21.21% |
| 9 | Lancome | 87,415 | 27,843 | 21.77% | 3.05% |
| 10 | Toner and Lotion | 84,744 | 60,492 | 77.03% | 10.71% |