

# cosmétique mag

To decode beauty industry n°2 - Spring 2019

## The new face OF BEAUTY

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**PRICE ISSUE IN France :** €15

DOM-TOM and international : contact us

**PRESS :** Imprimerie Chirat,  
744 rue de Sainte-Colombe, 42540 Saint-Just-la-Pendue  
**ROUTAGE :** France Routage

**PAPER FROM TALIE – RECYCLED PAPER 0% CERTIFICATION PEFC**  
100 % – **EUTROPHISATION PTOT** 0,036 KG/T

 Statutory deposit : in publication  
Commission paritaire : 0320 T 78973  
ISSN 1297-4781

**OTHER PUBLICATIONS**  
[www.cosmetiquemag.fr](http://www.cosmetiquemag.fr)

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# editorial

## Asia: a land of opportunity

Just a few years ago, a new beauty brand would have focused on establishing itself within its domestic or even local market before expanding internationally. Nowadays, young entrepreneurs are planning their national and international roll-outs at the same time. Digital

technologies have made borders a thing

of the past. Beauty aficionados in the United States, Europe, and Asia are interested in the same products they see on social media. Given this globalized context, one place in particular sets the pace when it comes

to marketing strategies—the Asia-Pacific region. This area represents nearly 40% of global cosmetics business, which is worth an estimated €200 billion and has grown 4% every year since 2010\*. It has redistributed beauty categories and caused brands to focus on skincare and makeup rather than fragrances. China is driving growth in the region given that its population also purchases cosmetics outside its borders. Sales from Chinese tourists traveling abroad rose from \$13 billion in 2000 to \$261 billion in 2016\*. This international edition of Cosmetiquemag looks at the influence of Chinese consumers in the beauty market and spotlights the Middle East, another region that is important to the beauty industry. There, local brands have started to challenge international groups.



DR

MARYLINE LE THEUF, CHIEF EDITOR

\*Source: L'Oréal





*Mon*  
**GUERLAIN**  
THE NEW EAU DE TOILETTE  
BLOOM OF ROSE



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