KANTAR WORLDPANEL

A CTR SERVICE IN CHINA

Personal Care Purchase Tracker during COVID-19

Jan,2020 (data ending at Jan 24)

Prepared by Kantar Worldpanel

Agenda

COVID-19

Before the outbreak of Covid-19, traffic in overall personal care has maintained steady growth with makeup as the fastest growing subcategory

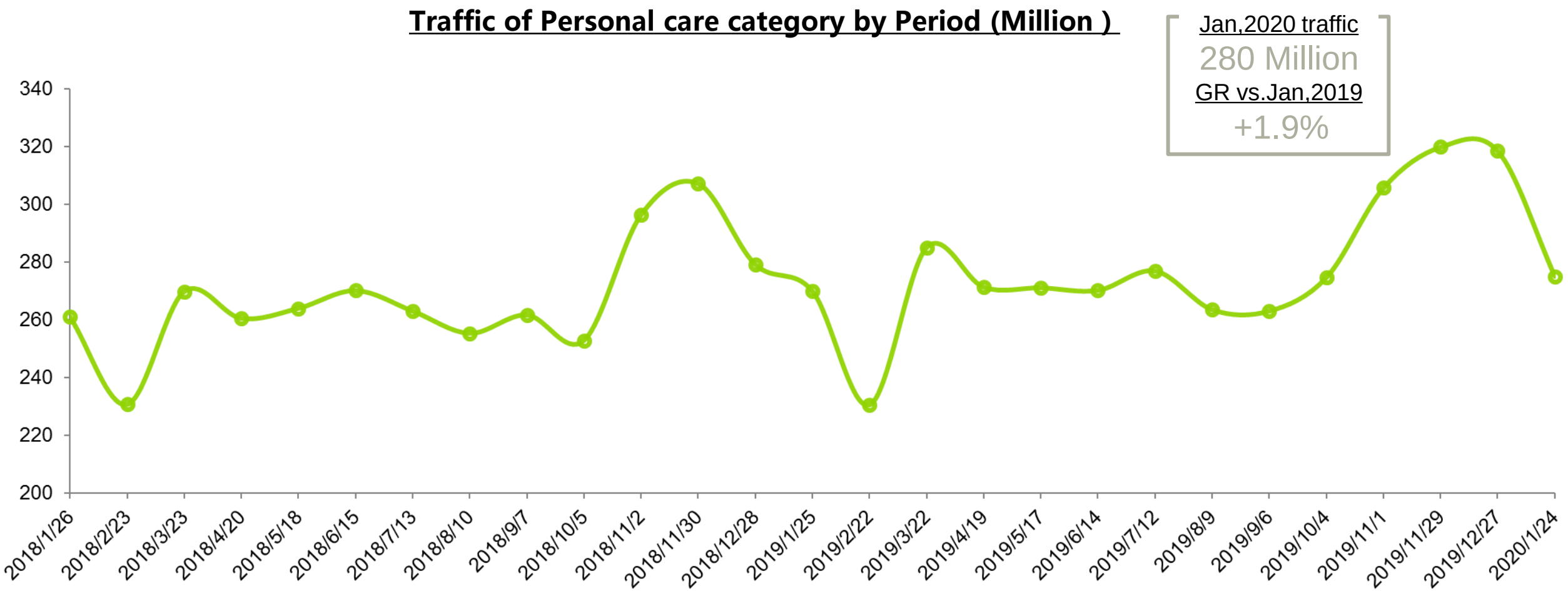
Change in consumer behavior

Till Spring Festival, the highest traffic growth was witnessed in the South West, while slight decrease was seen in some provinces in North and Central China.

Personal care and beauty

Till Jan, 2020, online traffic has gained robust growth.

Personal care category still showed traffic growth till January 2020.



Data Source: Kantar Worldpanel Individual Beauty Panel, Urban China 15-64 y.o.;
Personal care Include: Skin care, Makeup, Fragrance, Hair care, Hair remover, body cleansing
Makeup only include Female shoppers.
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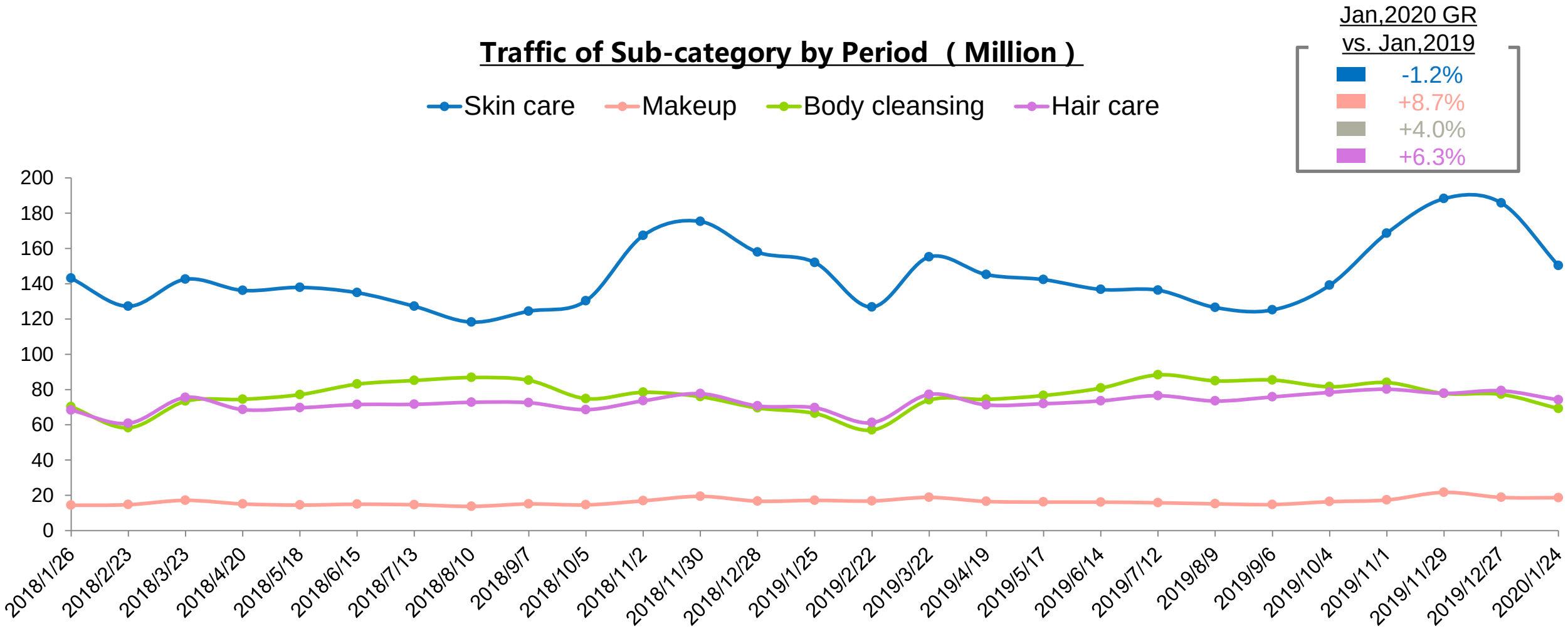
In January 2020 Makeup had the fastest growth in traffic. Hair care and Body cleansing also grew whereas Skin Care declined slightly after experiencing growth at the end of 2019.



Data Source: Kantar Worldpanel Individual Beauty Panel, Urban China 15-64 y.o.;
Skin care include Facial, Body and Hand Skin care, Makeup exclude lip balm.
Body cleansing include Soap, Body/Hand Wash, Hair care incl. Shampoo and Conditioner
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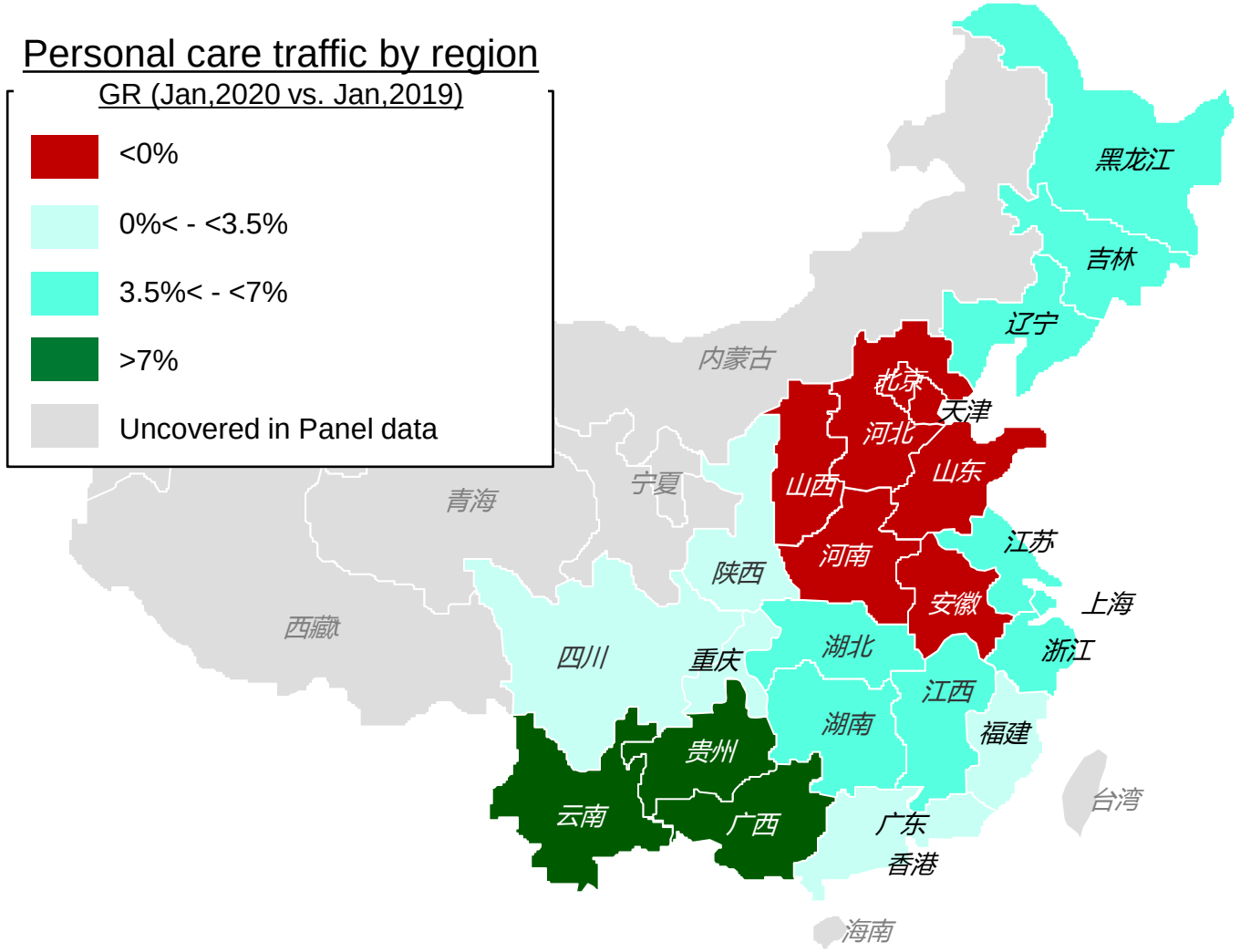
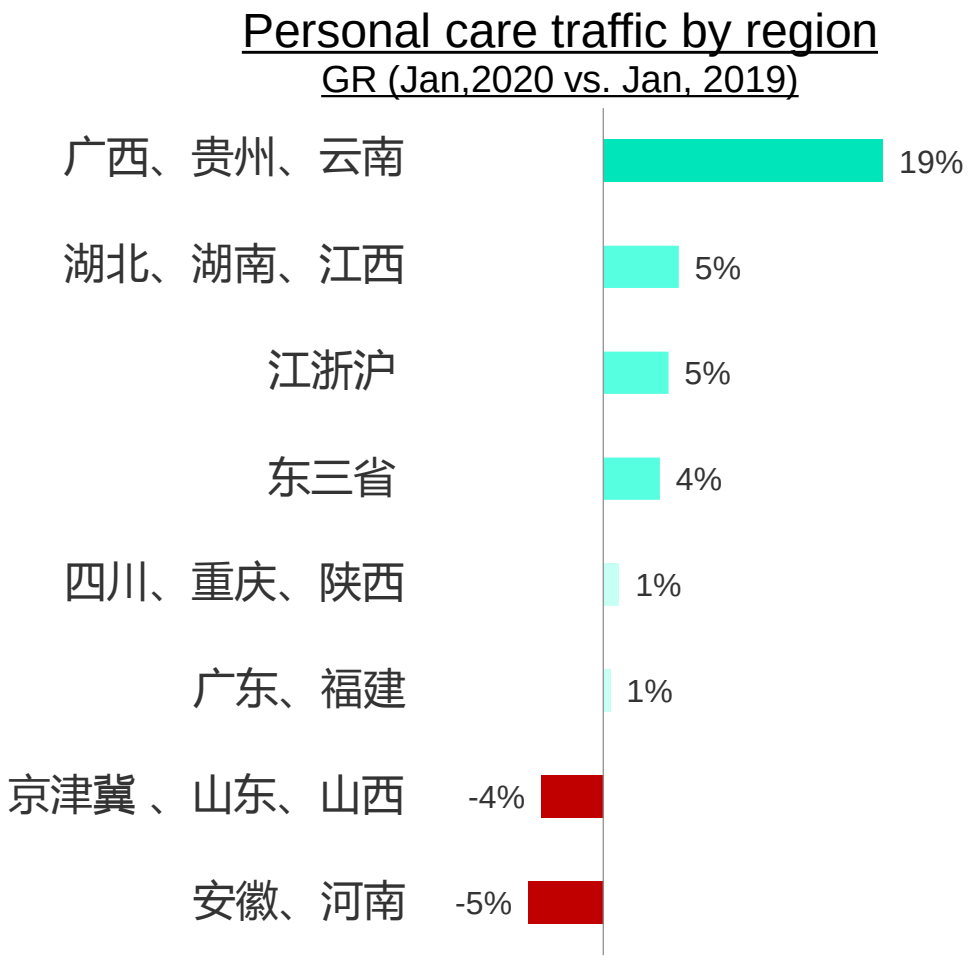
In January 2020 the highest traffic growth was observed in the South West , while some provinces in North and Central China declined.





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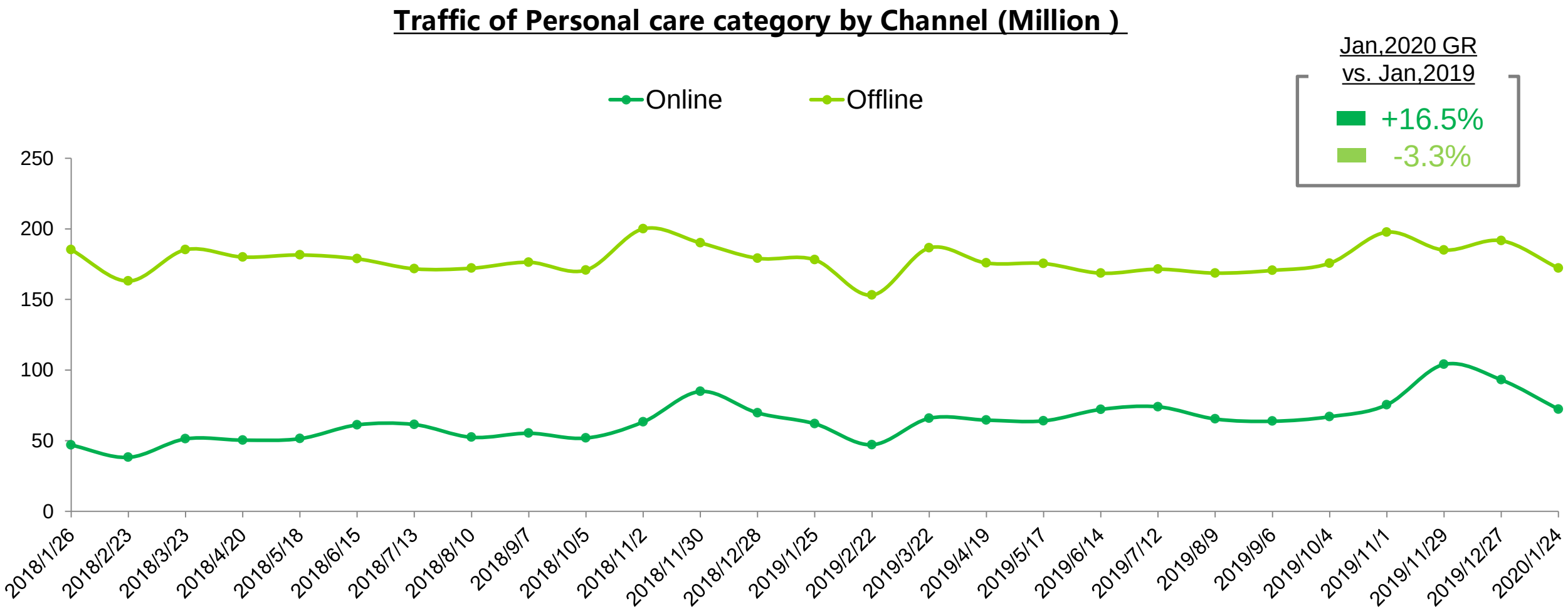
Both online and offline have shown stable trend in traffic but during January 2020 the Online channel has gained robust growth.



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