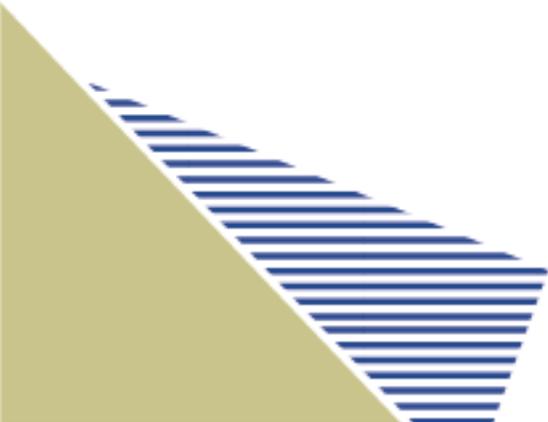


Il mondo **digitale** cinese

Le opportunità per le imprese di

Cosmetica Italia



Giulio Finzi

Segretario Generale Netcomm



An aerial photograph of a dense city skyline, likely New York City, taken during sunset. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun breaking through. The city below is a vast expanse of skyscrapers and buildings, with some lights beginning to glow. A semi-transparent grey rectangular box is centered in the upper half of the image, containing white text.

**Utenti Mobile Global
5,1 miliardi
Utenti Social Global
3,1 miliardi**



Online Shoppers Global
1,7 miliardi
23% Global Population

A black and white photograph of Steve Jobs. He is shown from the chest up, wearing his signature round glasses and a dark turtleneck. His hands are clasped together in front of his face, and he has a slight, thoughtful smile. The background is blurred, showing what appears to be a window or a grid pattern.

**Il 27 giugno 2007
debuttava sul mercato
il primo smartphone**

Entro il 2020 internet sarà
solo via mobile



Gli Online Shoppers nel mondo



USA
180
Milioni

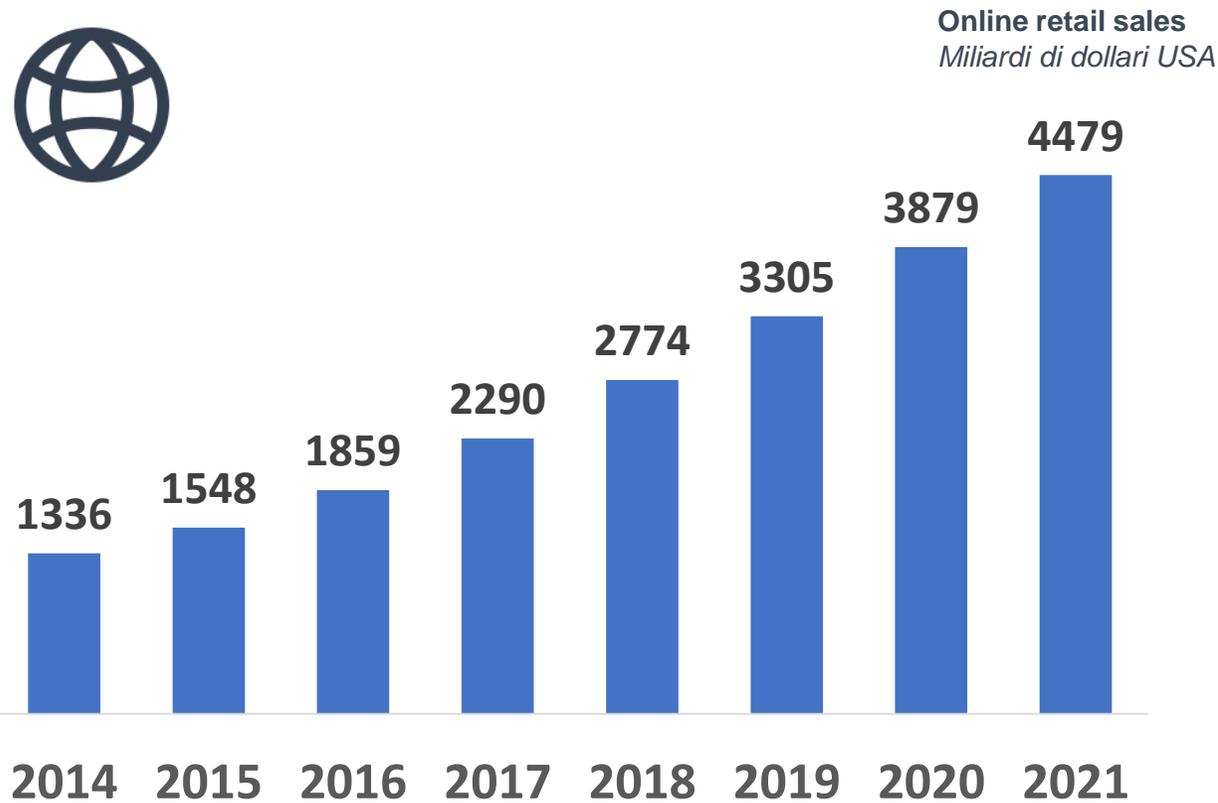
Europe
300
Milioni

China
600
Milioni

Il valore globale dell'e-commerce

Raddoppio in quattro anni

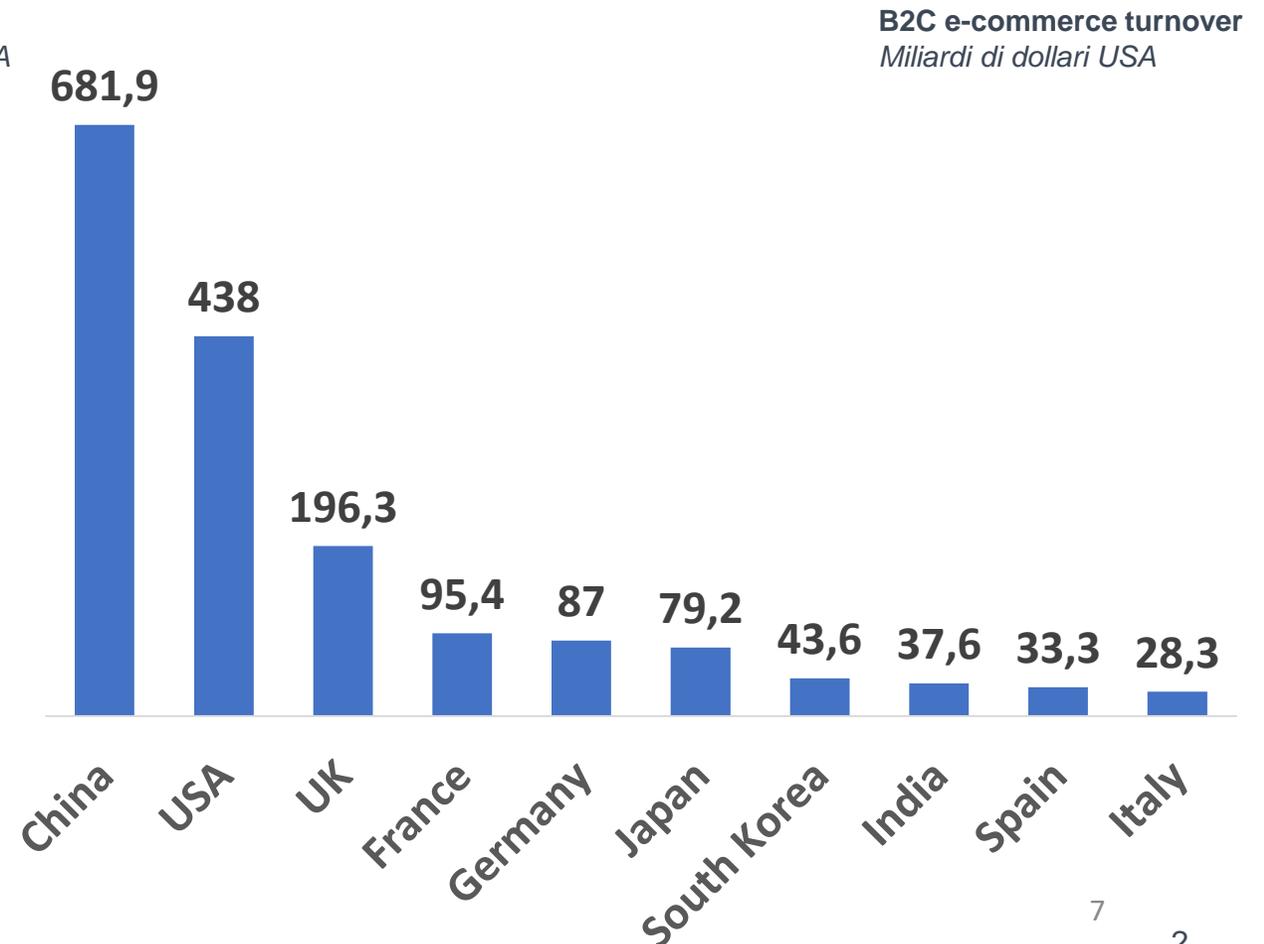
Entro il 2021 le vendite retail online saranno il doppio del valore registrato nel 2017



Fonte: elaborazioni ICE su Statista 2018

Cina e USA maggiori mercati

Il fatturato B2C è dominato da Cina e Stati Uniti, seguiti dai mercati maturi UE con marcate differenziazioni

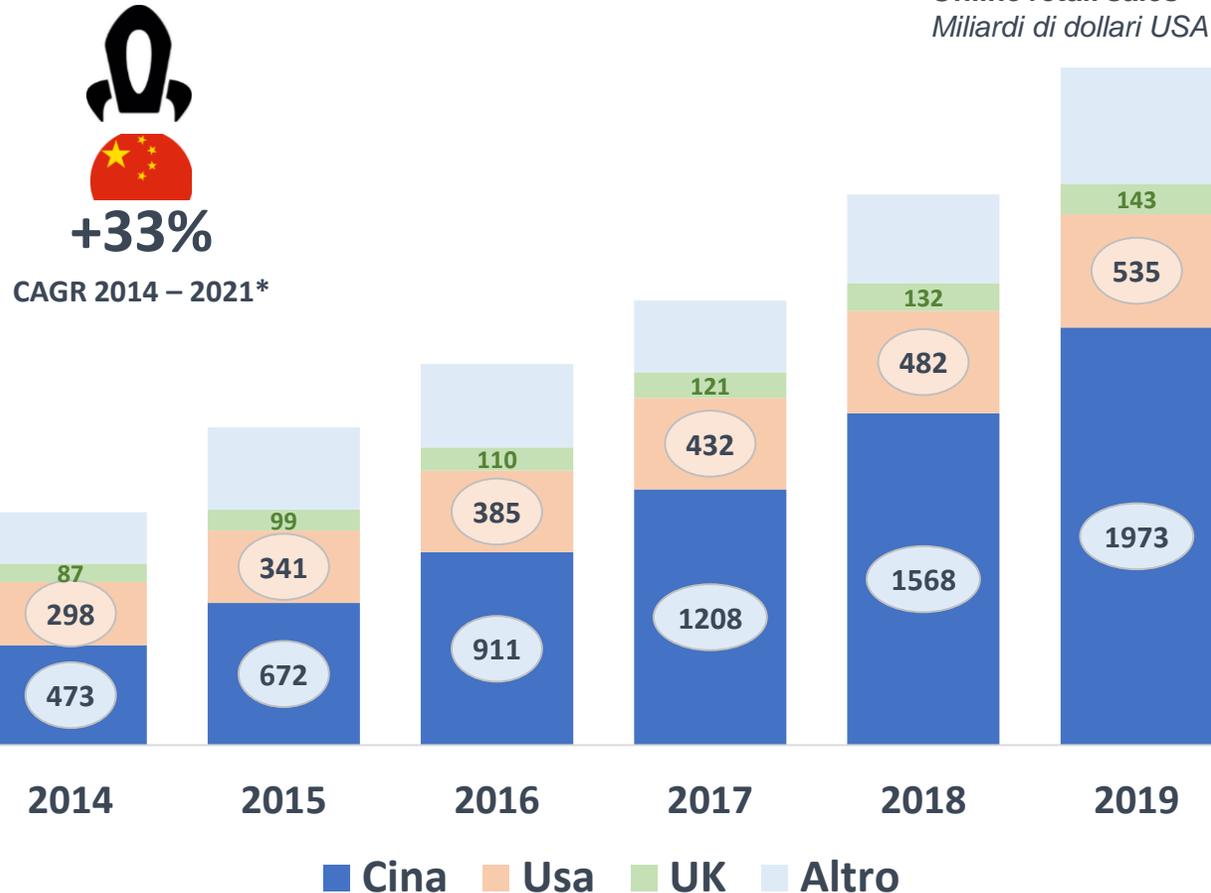


Fonte: E-commerce foundation, 2017

Cina: motore dell'e-commerce globale

Maggiore mercato al mondo

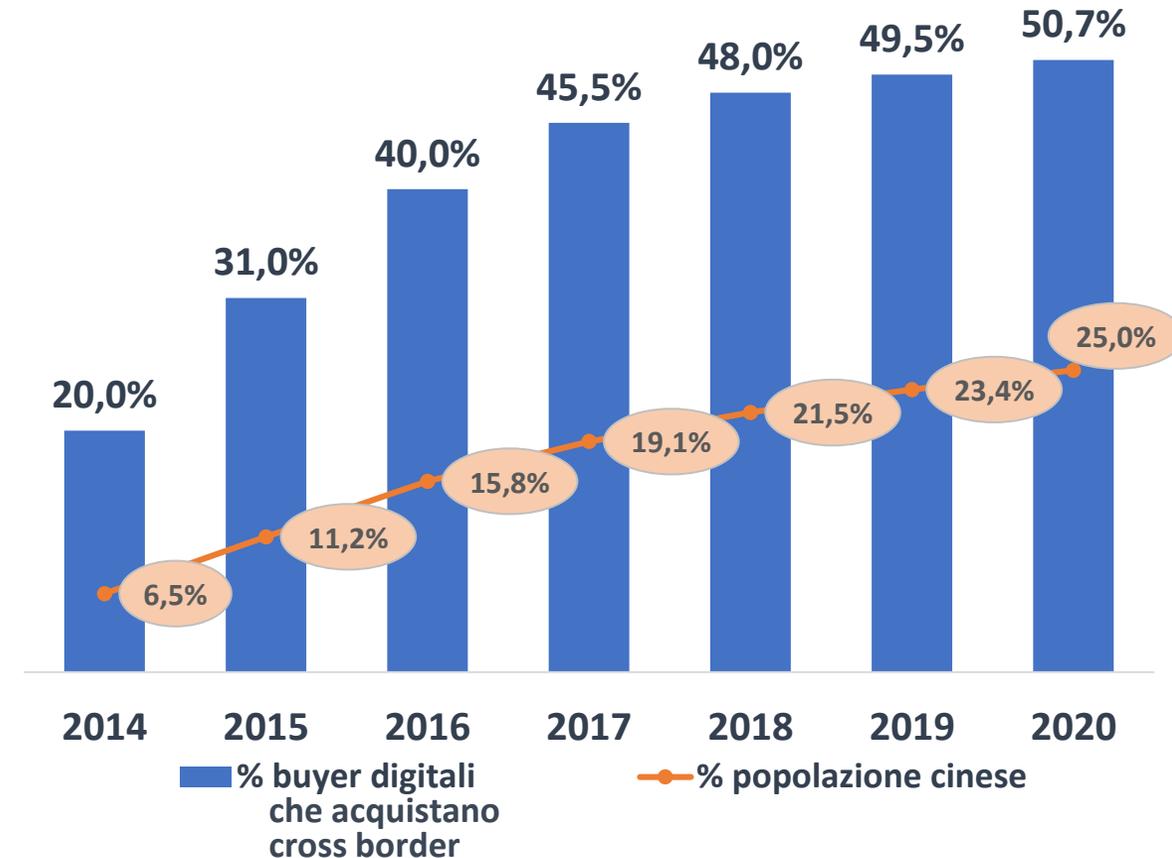
Entro il 2019 il valore delle vendite e-commerce in Cina raddoppia rispetto al 2016



Fonte: elaborazioni ICE su Statista digital market outlook 2017

Opportunità cross border

Il cross border e-commerce cinese in crescita esponenziale

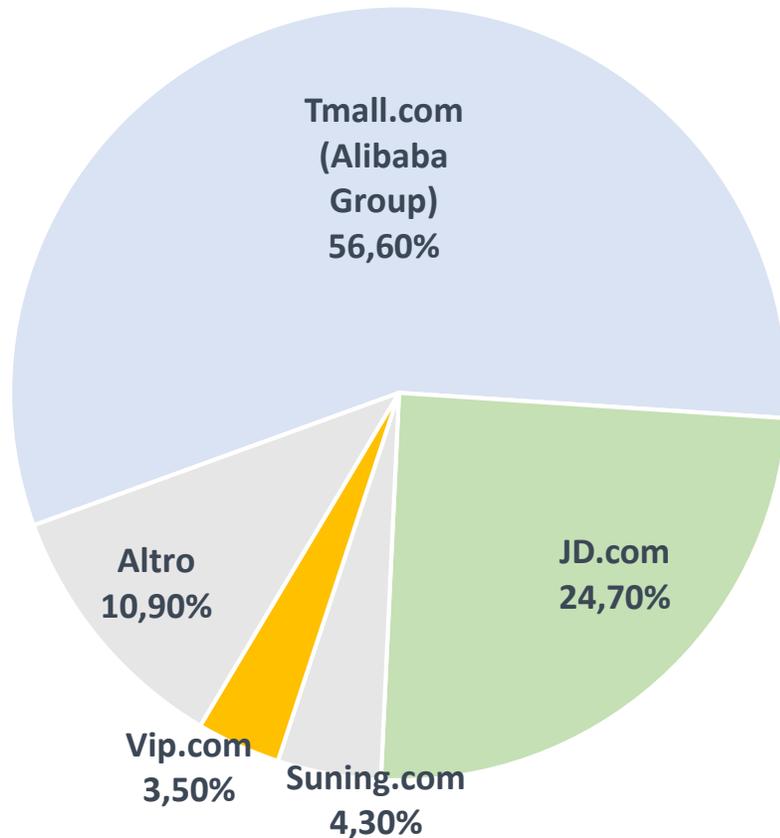


Fonte: Alizila 2017 (Alibaba Group)

Il contesto cinese: canali e settori principali

Marketplaces rule!

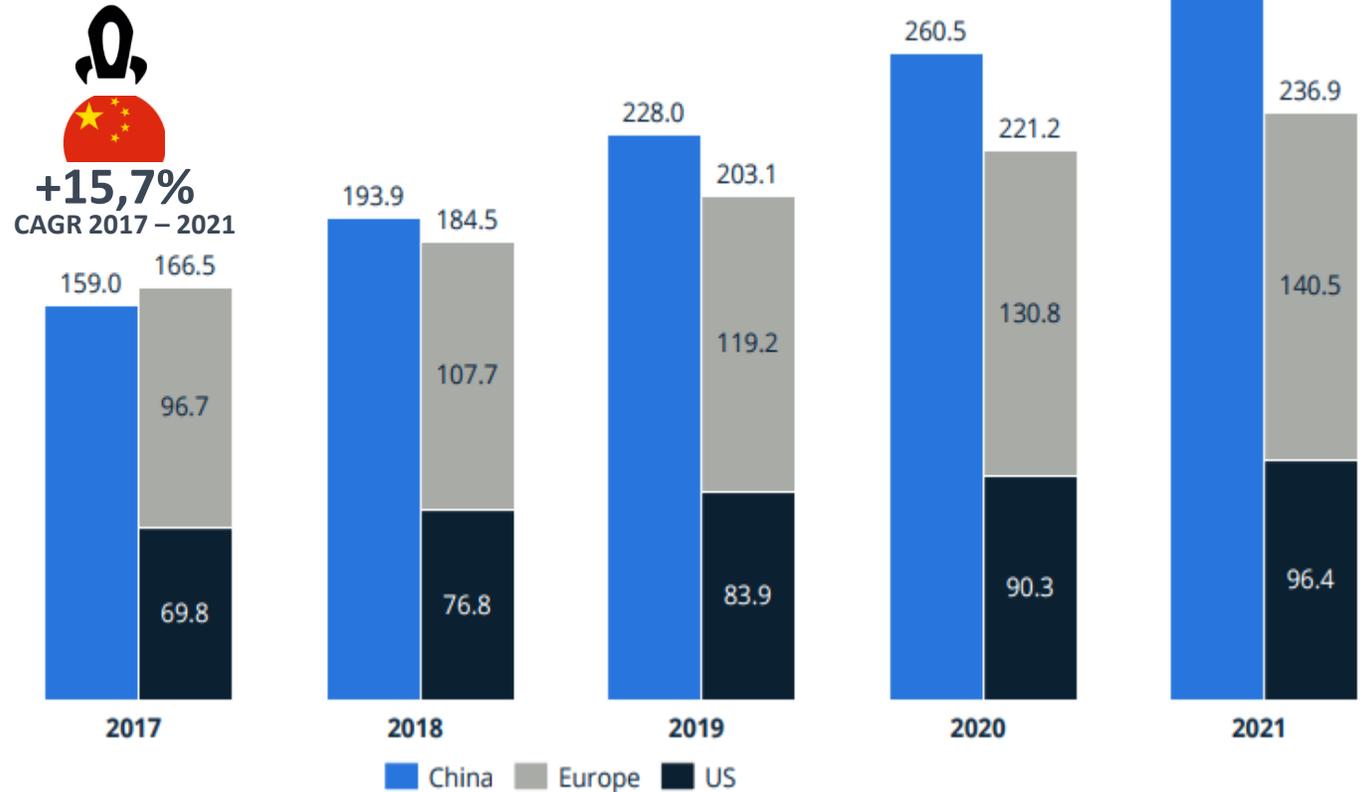
Tmall.com (Alibaba Group) domina il mercato insieme a JD.com



Leader nel fashion e-commerce

La Cina primo mercato digitale per la moda, prima categoria venduta online (seguita da travel, elettronica, media, e altri)

Vendite online settore fashion
Miliardi di dollari USA

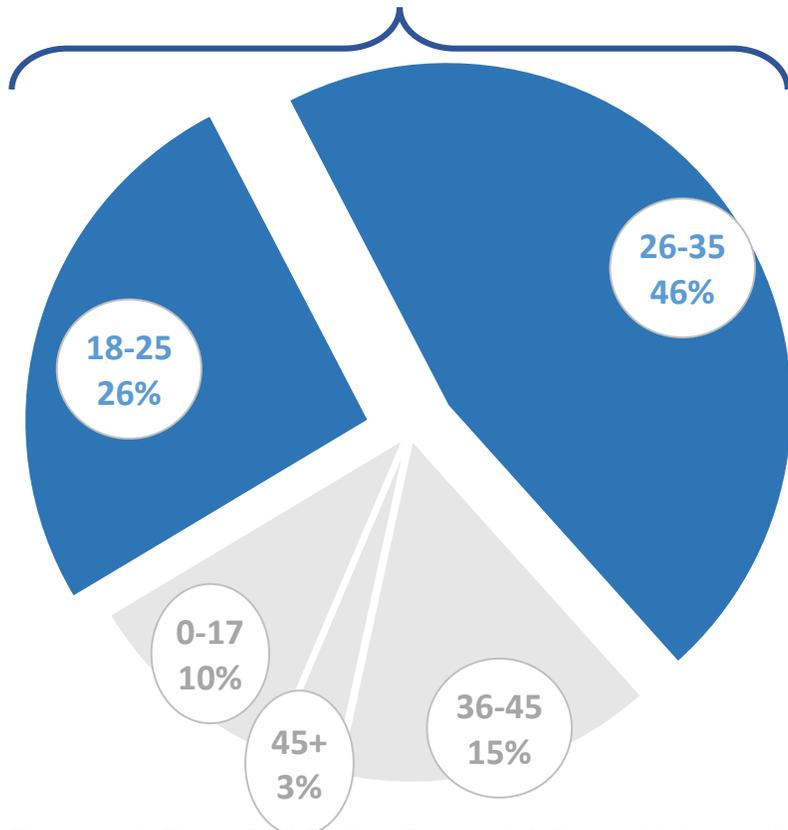


Il target: mobile commerce for millennials

Millenials driven

Nei prodotti ad elevato posizionamento (luxury) i millenials dominano la popolazione d'acquisto

*Online luxury goods consumers
millenials 72%*



Fonte: Tencent – in Exane BNP Paribas Research & Contactlab Luxury Goods

Mobile commerce

M-commerce è predominante nelle modalità di acquisto. Soprattutto in Cina ha saltato la fase desktop arrivando direttamente allo smartphone

*Vendite mobile
% sul volume totale*



CH Singles Day
(11NOV)

82%



US Cyber Monday
(27NOV)

35%



US Black Friday
(24NOV)

36%

2017 raggiunta
quota 90%

La giornata tipo di un consumatore cinese metropolitano inizia durante il suo viaggio verso il luogo di lavoro, facendo la spesa via smartphone in un supermercato online, piuttosto cercando qualche offerta su di un marketplace.

天猫 Tmall.com

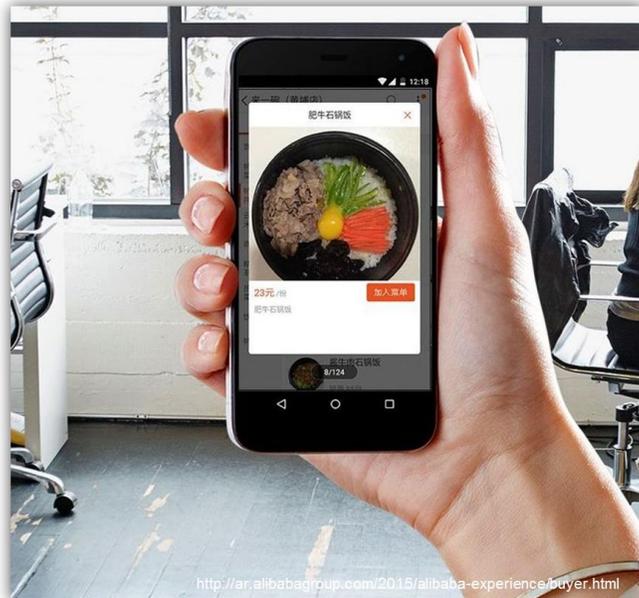


<http://ar.alibaba.com/2015/alibaba-experience-buyer.html>

Per la pausa pranzo si può decidere di farsi portare in ufficio un menu scelto online oppure si può cercare, prenotare e pagare un pranzo in un ristorante della zona, che ha pubblicato il suo menu e le sue offerte su una delle piattaforme specializzate.



美团网
meituan.com



<http://ar.alibaba.com/2015/alibaba-experience-buyer.html>





Demographics

60% female, college-educated, born in the 80s, high income, high consumption

Information Preference

Entertainment, finance, auto, real estate

Online Consumption Level of Luxury Goods

Spend on average **CNY 3000** per time



Video Preference

TV Series, entertainment shows, funny videos, music, life-improvement, auto

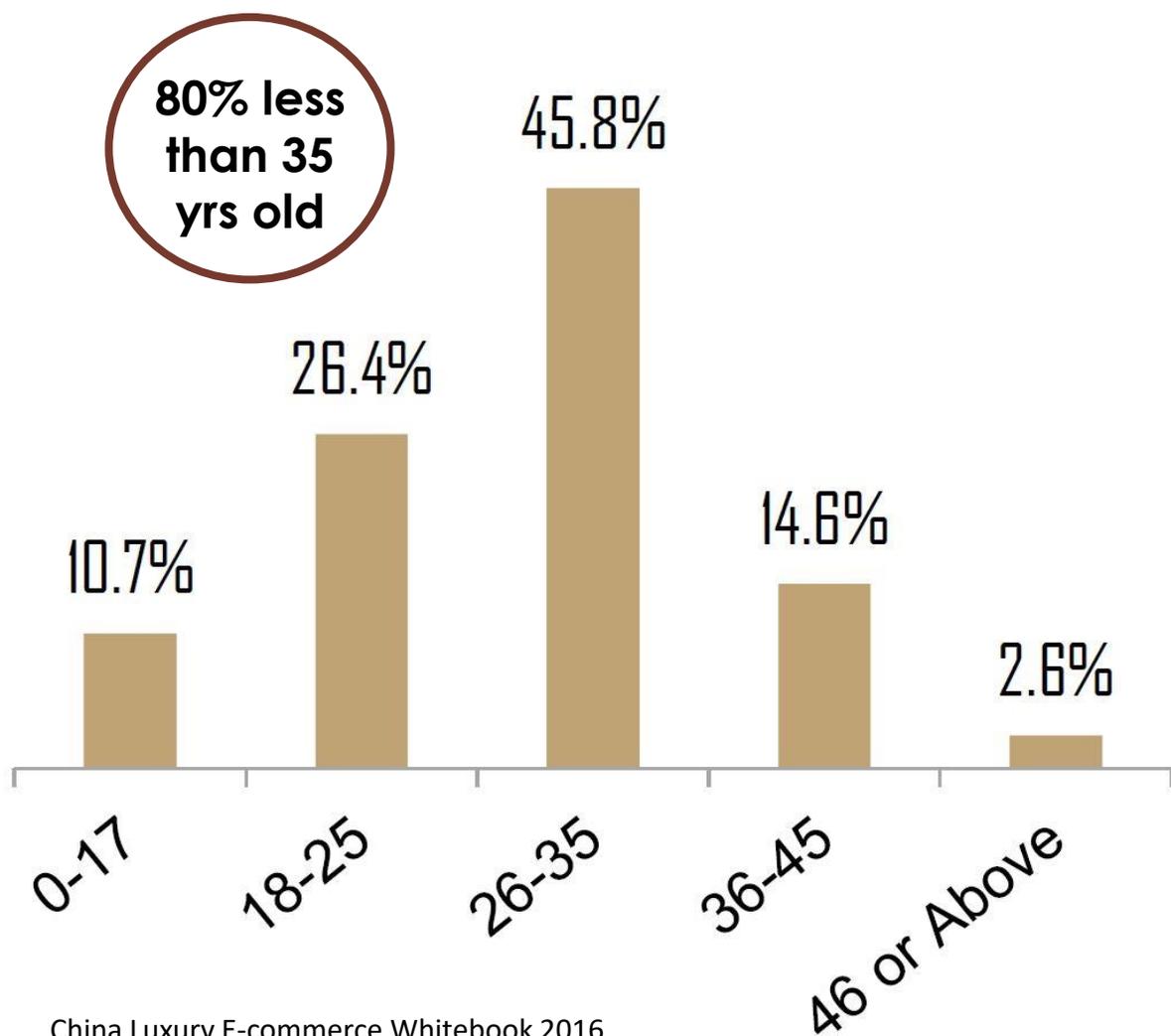
Consumption Focuses

Travelling abroad, hotel, luxury cars, and emigration to foreign countries

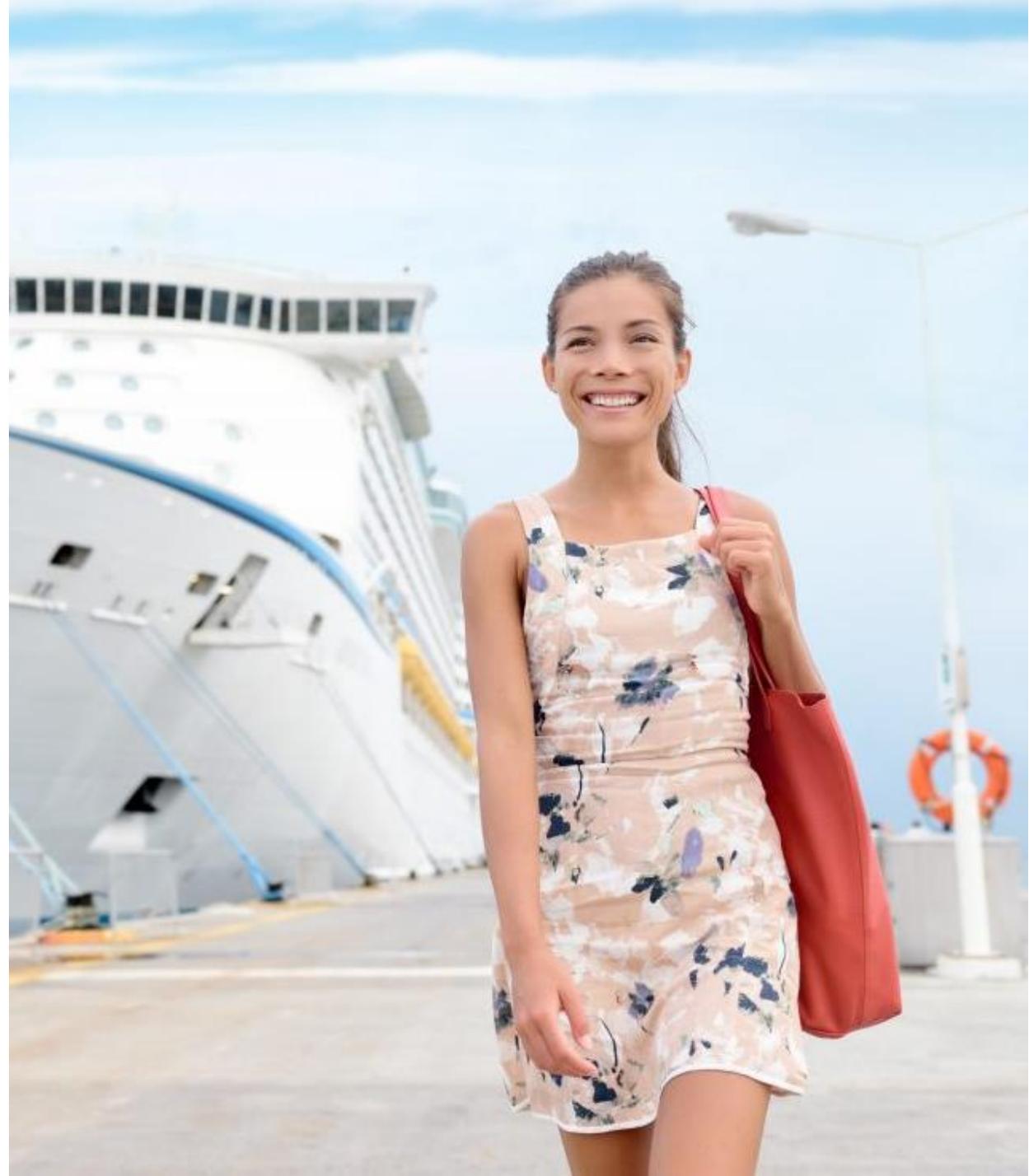
Social Preferences

Music, photography, pet, fitness

Age Composition of Online Luxury Goods Consumers



China Luxury E-commerce Whitebook 2016





视频 Video

资讯 News



风格 Style

趣味 Fun

观点 Point

A man in a dark tuxedo with a white shirt and a dark bow tie stands next to a red delivery van. He is wearing white gloves and holding a dark-colored package with a white label. The van has a white outline of a cat's face on its side. The text "JD.COM" and "京东" is printed on the side of the van. The man is looking upwards and to the right.

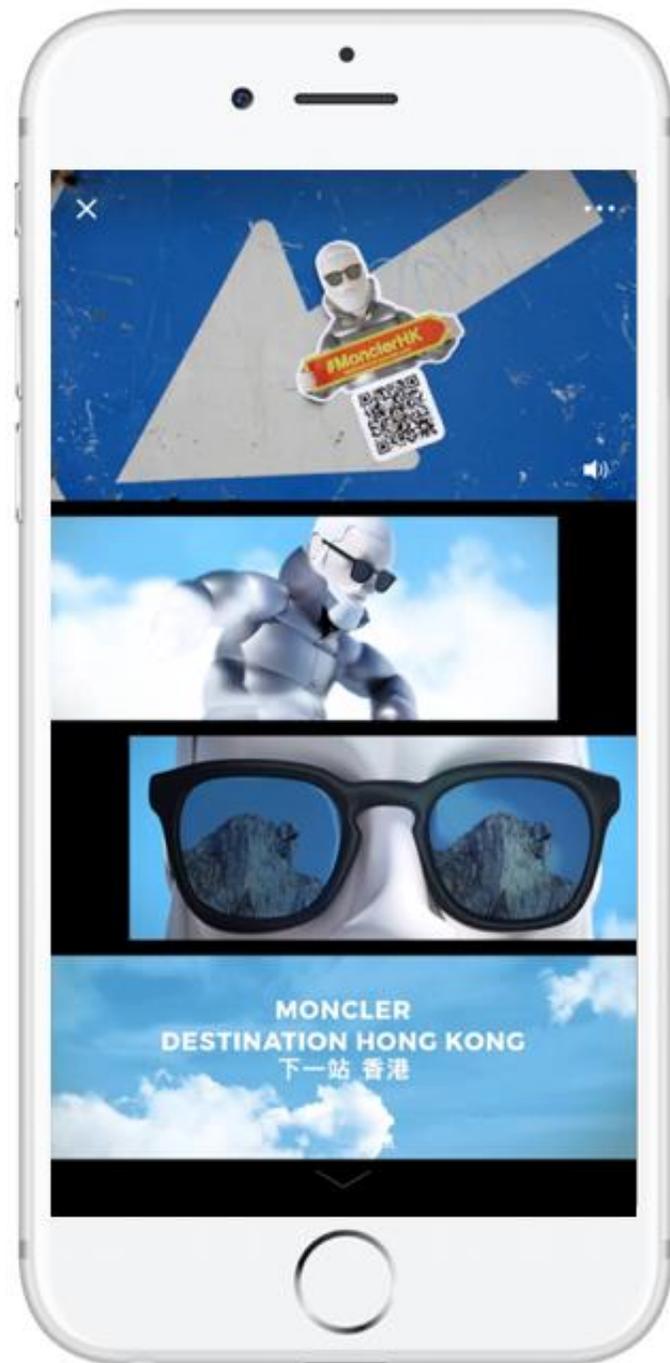
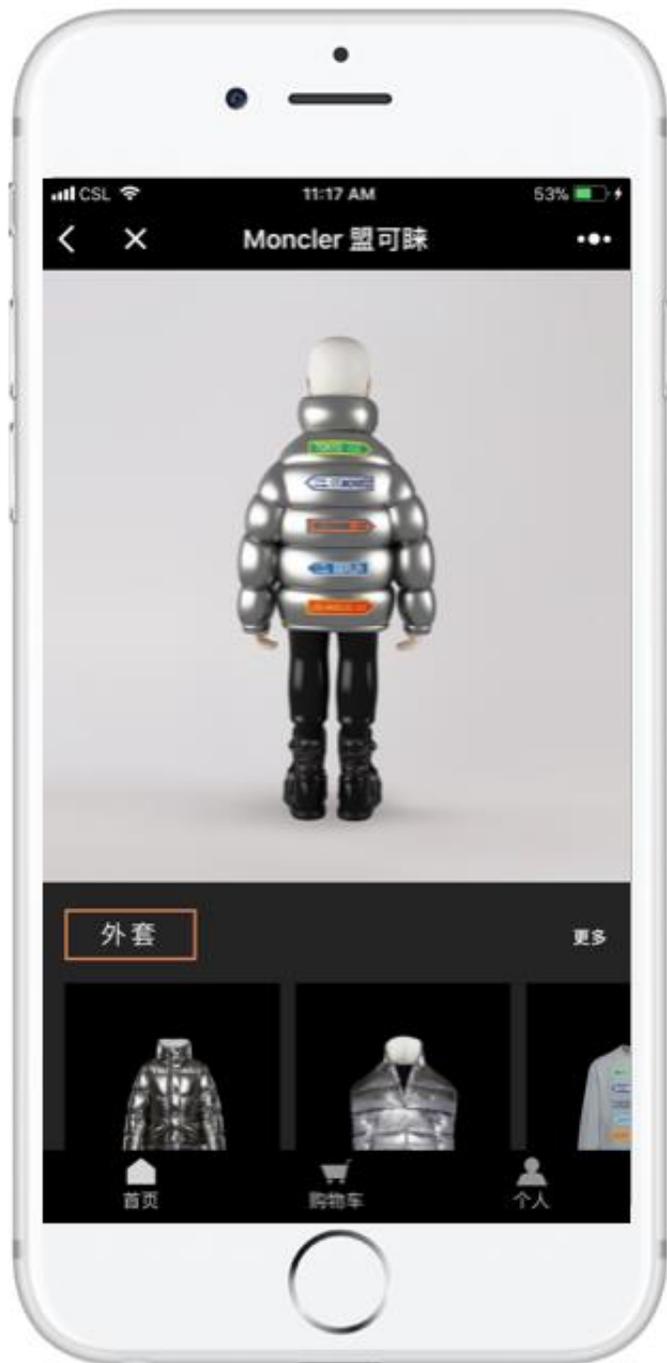
JD.COM 京东

Chinese



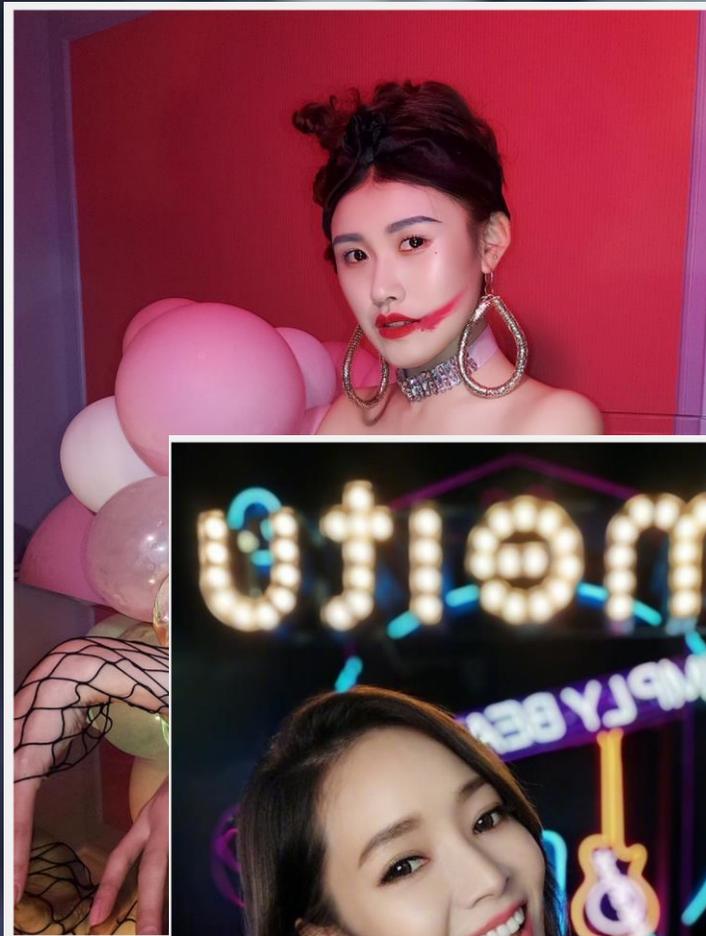
WeChat







meitu







余潇潇Jessica

194W粉丝 美妆 400客单价 500W/月
194W followers,Beauty bloggers,
customer price400, Monthly
sales 500W



Z_子晴

176W粉丝 美妆 时尚搭配
200客单价 80W/月
176W followers,Beauty&Fashion bloggers
customer price200, Monthly sales 800W



张佐佐997

204W粉丝 美妆时尚搭配
150客单价 980W/月
204W followers,Beauty&Fashion
bloggers, customer price150,
Monthly sales 980W



朴瑟seul (Korea)

163W粉丝
美妆, 时尚搭配博主
204W followers,
Beauty&Fashion bloggers



曾曾曾学宁

170W粉丝 美妆
200客单价 90W/月
170W followers,Beauty bloggers,
customer price200, Monthly
sales 90W



粉红粉红的一天

255W粉丝 模特 美妆
200客单价 200W/月
255W followers,Model,Beauty
bloggers, customer price200,
Monthly sales 200W



钟恩淇

109W粉丝 美妆时尚搭配
200客单价 90W/月
109W followers,Beauty bloggers,
customer price200, Monthly
sales 90W



雪梨

447W粉丝
700客单价 20亿/年
447W followers,Beauty bloggers,
customer price700, Annual
sales 2 billion.



店内搜索



Beautybit海外美妆旗舰店

BEAUTYBIT



[首页](#)

[Dermatrophine Pro](#)

[Medavita](#)

[NYCE](#)

[Vagheggi](#)

[Vitality's](#)

[返回顶部](#)

服务时间

周一至周五 早10点至晚上18点，周六日休息，周末不发货

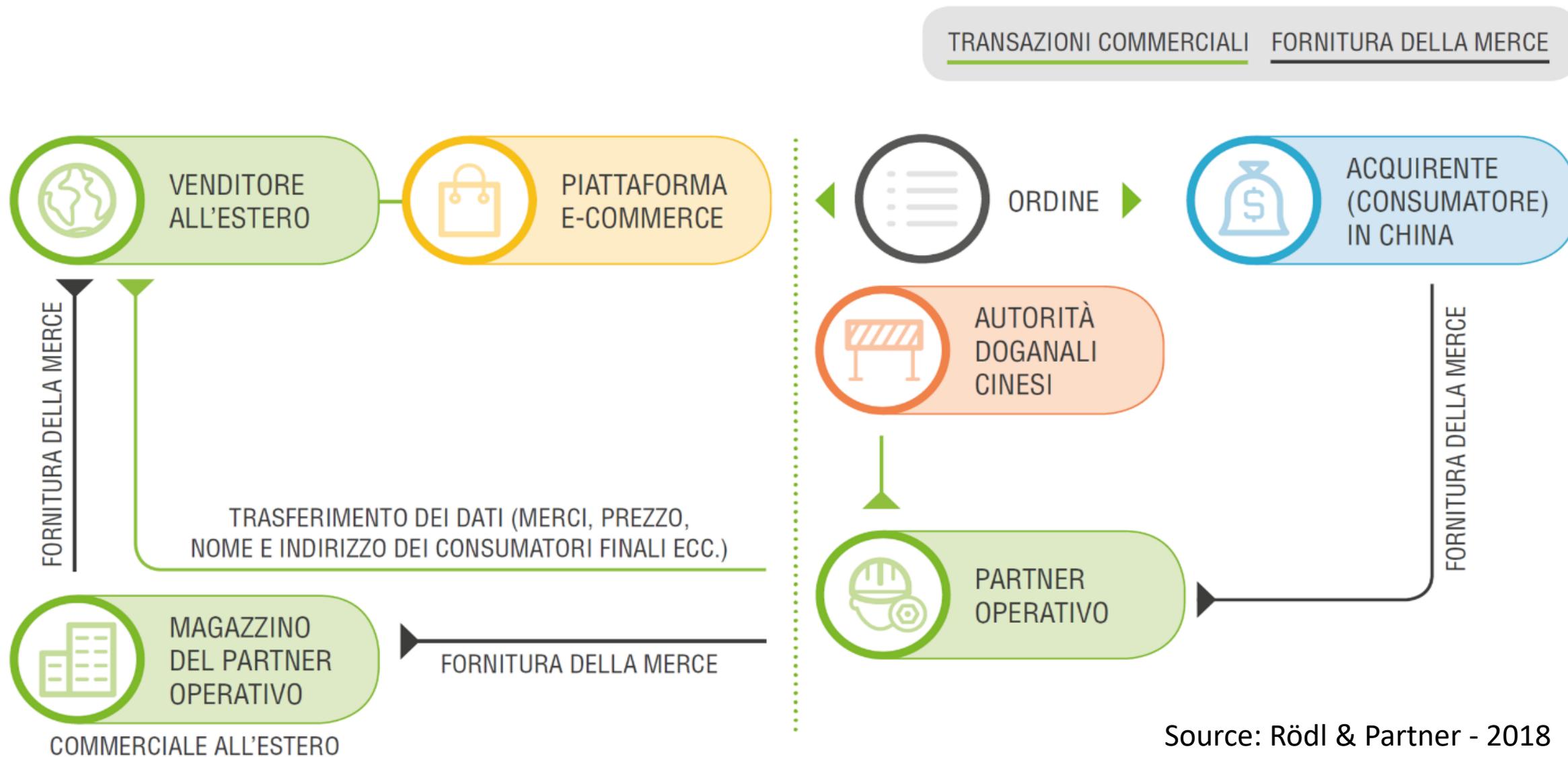
活动提示

5月28日至6月6日开店首庆期间，全场满200减30元；满500减100元；满1000减300元

发货说明

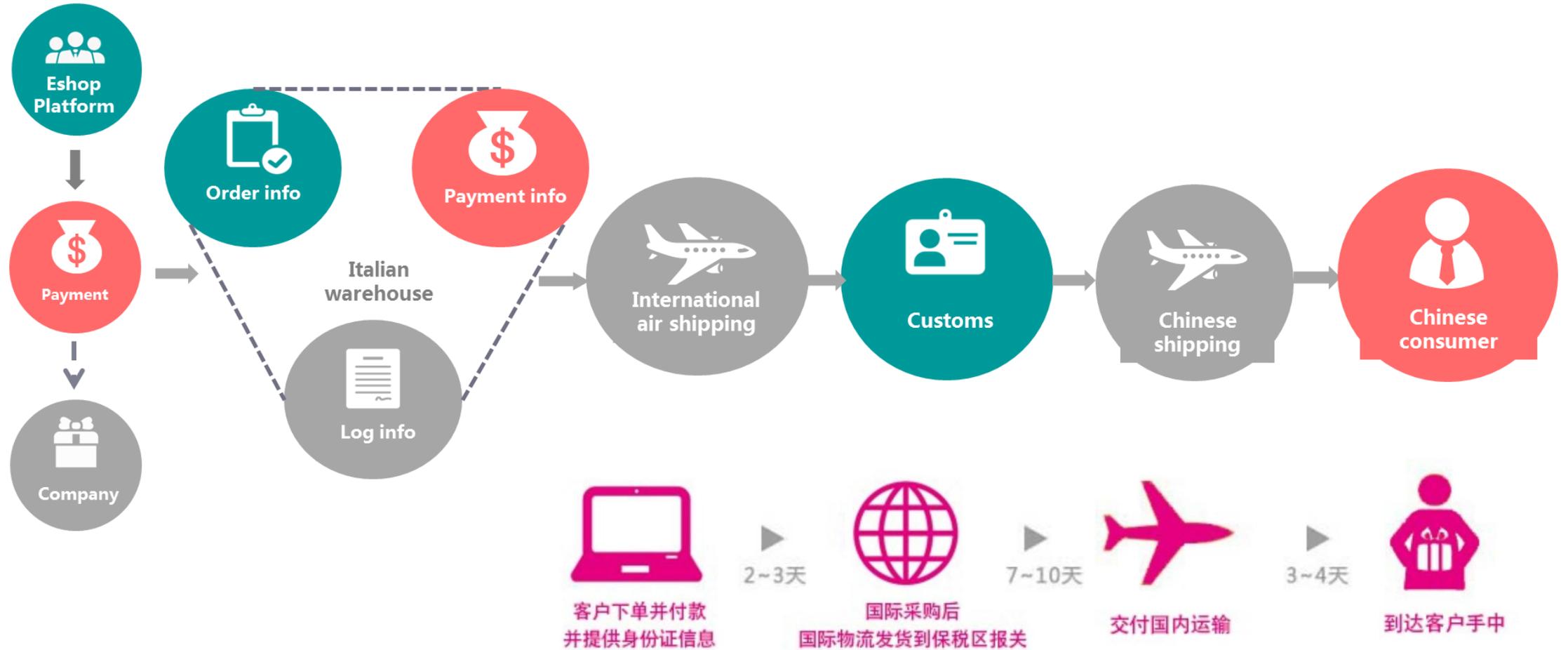
本店商品均由意大利直接发货至国内，海外配送时间基本为3-6周（全球购商品不支持7天无理由退换）

2. Modello di Business CrossBorder eCommerce

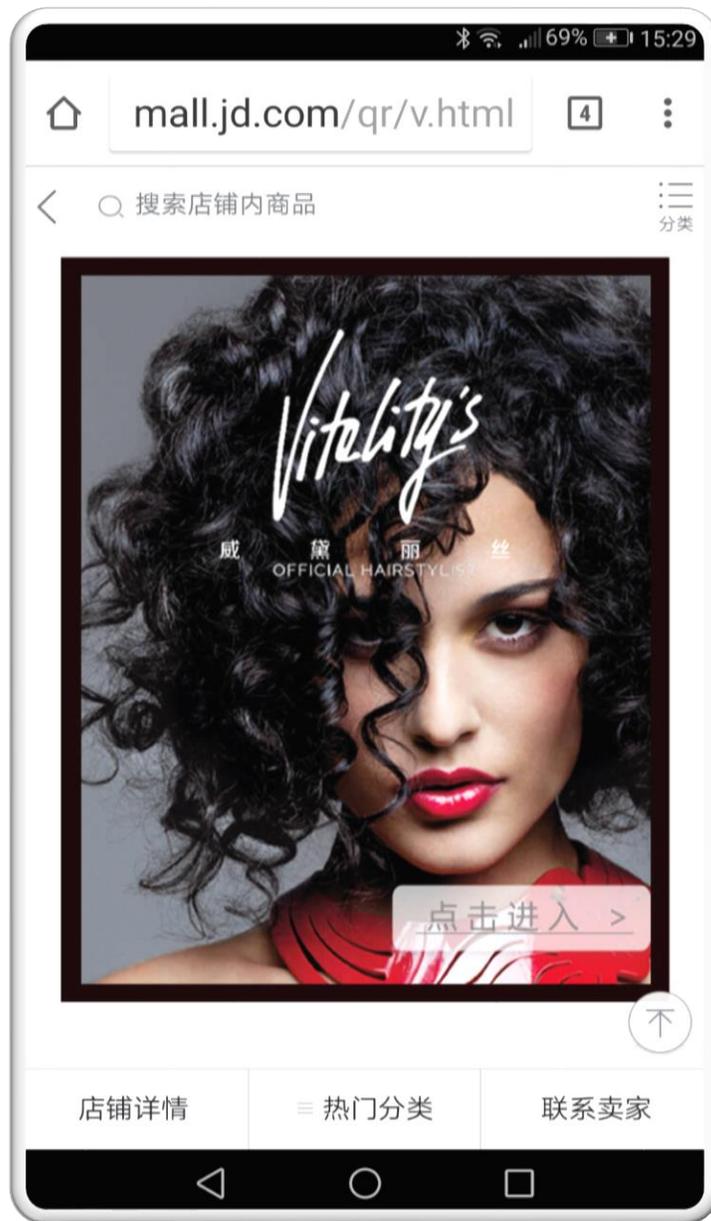
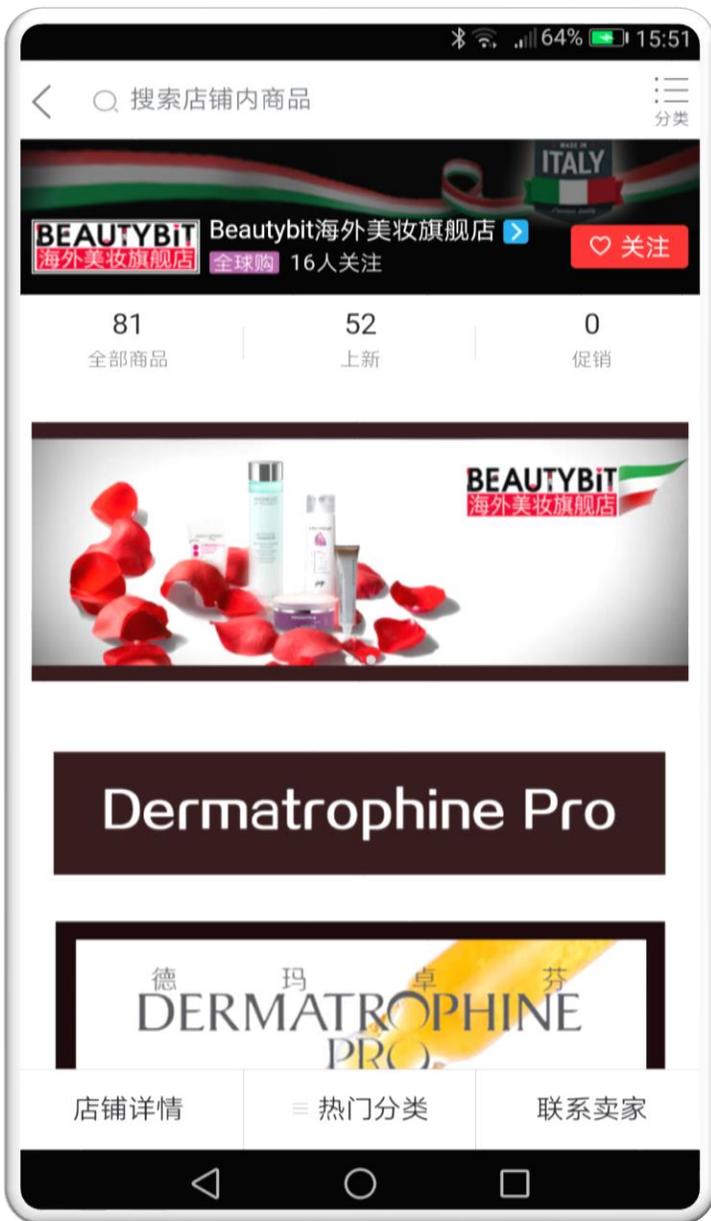


Source: Rödl & Partner - 2018

Il flusso logisitico Italia - Cina



- 请确保收件人可提供身份证信息，并且收件人的姓名与身份证一致，不可是化名或昵称，以保证货物正常清关，如对清关过程有任何疑问，可联系客服予以协助。
- 因全球购业务的特殊性，请您下单前就商品的特殊要求备注给商家。在付完款后的24小时内可以取消订单，24小时后将进入发货流程，此后将不能取消订单。





Medavita媚黛威塔 莹亮修护发膜 护发精油 发膜免蒸 焗油膏 发膜倒膜套装
意大利进口 莹亮 精油洗发水+精油发膜+焕发精华油

意大利老牌天然有机洗护品牌 在意大利享有盛名品牌 著名的防脱洗护产品[点击此处](#)

价格 **¥ 799.00**

商家承担 税费信息

配送 北京朝阳区三环以内 有货 配送时间

运费 免运费

- 产品
- 莹亮 精油洗发水
 - 莹亮 精油发膜
 - 莹亮 焕发精华油
 - 莹亮 精油洗发水+精油发膜
 - 莹亮 精油洗发水+焕发精华油
 - 莹亮 精油洗发水+精油发膜+焕发精华油**

1

加入购物车

说明 不支持7天无理由退款 京东全球购售后服务 更多服务说明

看了还看



¥ 299.00

Medavita 媚黛威塔 意大利进口 莹亮精油修护发



¥ 259.00

Medavita 媚黛威塔 生姜洗发水 生姜萃取精华防



¥ 69.00

威廉丽丝 意大利 晒后洗 发露100毫升+发蜡50毫

分享 关注

举报

全部结果 > 品牌: [Vitality's](#) < > "发膜"

功效: [滋养](#) [补水](#) [锁色](#) [保湿](#) [控油](#) [柔顺](#) [其它](#)

净含量: [200mL以下](#) [201-400ml](#)

高级选项: [其他分类](#) v

[综合](#) ↓ [销量](#) ↓ [评论数](#) ↓ [新品](#) ↓ [价格](#) ⇅ -

共4件商品 1/1

配送至 [海外意大利](#) v 仅显示有货 全球购

全球购
意大利直邮



海外无货

¥145.00

全球购
意大利直邮



海外无货

¥69.00

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意大利直邮



海外无货

¥109.00

全球购
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海外无货

¥129.00

Per lanciare Beautybit abbiamo scelto **kimiss.com**, piattaforma online specializzata nella cosmetica, con la quale abbiamo organizzato un evento di presentazione il 28 maggio a Shanghai

KIMISS.COM 闺蜜网

格兰玛弗兰 DR.WU医美学院
碧欧泉 兰蔻水光瓶 YSL圣罗兰

请输入产品名称、品牌或关键字 **搜索**

美妆点评 PRODUCT 晚九点 BBS 体验团 TRY 口碑排行 RANKING 美妆资讯 NEWS 专题精选 FEATURE BUY美妆 SHOPPING 闺蜜美妆APP

台湾美妆品比台妹更嗲，买对尖货

亚洲美妆品越来越强大，而你就只知道日本、韩国，其实台湾的美妆品也是亚洲良心，一片美丽日志面膜早已概括不完了！台妹嗲，小资又好用的台湾美妆品更嗲呢~[详细]

- 高圆圆抗老大法好
- 春夏断货唇膏就该这么买！
- 十块钱的美妆品好用到通杀
- 化妆台的美妆小秘密带回家

最新试用 科颜氏高保湿洁面试用 自然堂咬唇膏试用

美妆资讯

NEWS

安迪连选化妆品都是套路

- 台湾美妆品比台妹更嗲
- 我要最闪亮的笑容！
- 晒后修复你选对产品了吗？

18560位蜜友正在逛闺蜜网
近期扎堆的蜜儿中怎能没有你

登录

立即注册 | 忘记密码

Tmall Weekend



周米儿 V 🏆

5月27日 14:59 来自 碎屏的iPhone 7 Plus

最近对洗发水研究很透彻啊，可以说是小米专家了🤖接触了一个意大利的高端护发品牌MEDAVITA，在欧美的高端沙龙里才能看到。

用了两个系列，一个是针对头皮的，一个是针对发丝的，我现在对头皮护理的重视度越来越高了，毕竟掉头发头屑等问题都是因头皮而起~

用下来觉得不错，尤其是莹亮精油这个系列，用一次就能发现头发光泽度有改变。

明天我会作为美妆达人参加BEAUTYBIT海外美妆旗舰店的发布活动，到时候也会分享一些心得，明天锁定闺蜜网的直播噢👉👉👉 收起全文 ^



☆ 收藏

📩 11

💬 6

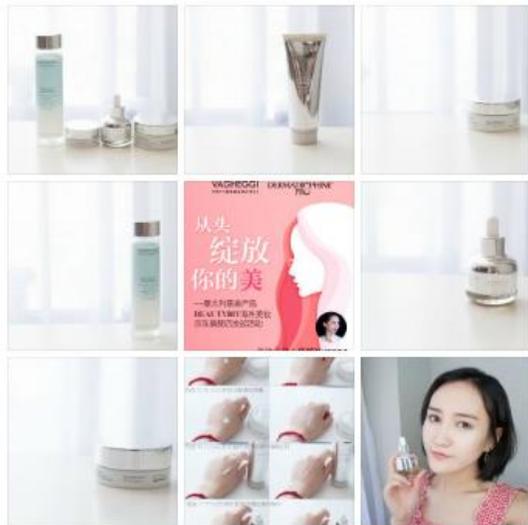


海豚MOLLY V 🏆

5月27日 15:52 来自 微博 weibo.com

前两天在微博上po的Vagheggi韵姿眼霜你们很感兴趣 其实我买了一套呢 这一套是针对电脑手机之类的屏幕光研制出蛋白的再生 抵抗蓝光对面部的侵害

每个产品我都很喜欢 另外明天下午三点我会去参加BeautyBit产品发布会 届时会在直播中跟大家分享我的使用感受 约吗



☆ 收藏

📩 1

💬 11

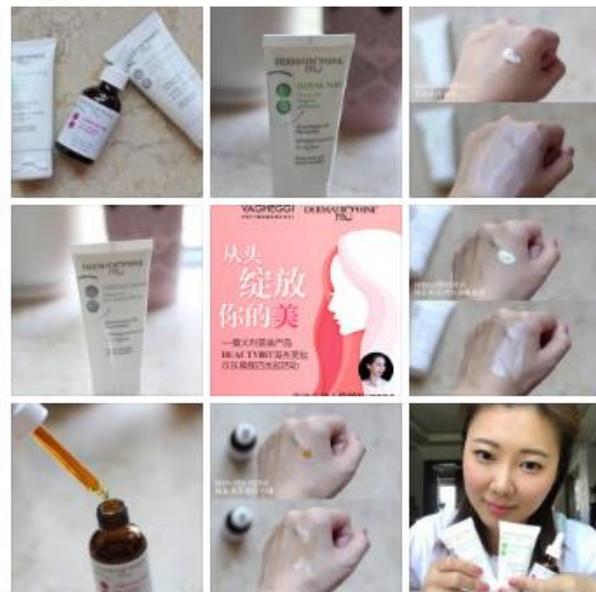
👍 15



唐僧小麦 V 🏆

5月27日 12:57 来自 iPhone 7 Plus

最近爱上了来自意大利的品牌DERMATROPHINE，之前都是皮肤科的医生在用所以用起来超安心，平时最爱的是柔润净化面霜和修正暗斑增白防晒面霜，这两只都是带防晒指数的面霜能满足我室内和户外不同的需要，😊👉👉👉 明天下午3点 BeautyBit 海外美妆旗舰店的开幕活动，还有好多进口品牌，全程直播记得来围观🐼 收起全文 ^



☆ 收藏

📩 244

💬 191

👍 80



万能的
闺蜜

万能的闺蜜
观众 11485

+关注



BEAUTYBIT
海外美妆旗舰店

从头绽放你的美

小编好美

小23

我是脑残粉

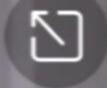
最爱阿信

给你101分，不怕你骄傲

12332100

好酷

说点什么吧...





One stop solution

Before going online:

Trademark assessment

Definition and set up of the product catalogue (max 50 SKUs)

Texts and picture

Translation - Copywriting

After being online:

Daily marketing activities

Product description fine tuning (photos, texts, drawings)

Customer review analysis

Order management

Progetto marketplace Cina: accordo ICE - Alibaba

**primo BrandHub ufficiale Alibaba dedicato al
*made in Italy***

**Start
 aprile 18**

campagne mirate

ongoing newcomers recruiting

Wine festival
 Singles day
 Women's day
 Gourmand Festival

Storytelling

Raccontare l'Italia e le tre declinazioni settoriali Fashion&Beauty, Abitare, Food & Wine.

Digital marketing

Paid traffic e campagne dedicate per generare traffico grazie ad UNIMARKETING tool Alibaba fondato sui big data del network

Social media mktg

Generare earned traffic attraverso campagne social all'interno del marketplace e nei media esterni, collaborando con i KOL

Attività O2O

Eventi e iniziative online to offline per generare awareness, engagement ed aumentare traffico e vendite



Traffic

Awareness

Conversion



Brand hub



**Payoff
 per le aziende**

merchant presenti

nuovi merchant

Accesso a marketplace con supporto al marketing

Benefit da marketing trasversale

Traffico e vendite





韩国馆
South Korea



美国馆
United States



台湾地区馆
Taiwan



法国馆
France



德国馆
Germany



英国馆
United Kingdom



泰国馆
Thailand



澳大利亚馆
Australia



新西兰馆
New Zealand

美容美妆 Beauty

最热HOT

口红

香水

雪花秀

美丽小屋

面霜

气垫

迪奥

眼霜

洗面奶

防晒霜

香奈儿

悦诗风吟

唇膏



美容护肤热卖品牌

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樱花焕白面膜

¥99 ¥248



化妆粉扑双只装

49 ¥100



断货王小金管

49 ¥100



零毛孔细致化妆水

¥99 ¥139



丽彩炫亮唇膏

59 ¥110

BRAND 美容护肤热卖品牌

VDL

韩国LG旗下彩妆



台湾面膜品牌

It's SKIN

韩国顶级药妆护肤



韩国知名药妆品牌

Avène

敏感肌肤护肤专家



韩国知名药妆品牌



韩国本土护肤品牌

FANCL

日本无添加护肤



BOLTONGROUP
海外旗舰店

意大利进口



补水
神器



ACQUA ALLE ROSE
玫瑰爽肤水

¥89 立即抢购

BOOK
MARK

点击收藏

首页有惊喜 | 所有产品 | 美妆护肤 | 私处护理 | 滋润身体 | 衣物除菌 | 品牌故事

肌肤的保湿SPA 定制你的完颜攻略

经典保湿镇店之宝

点击查看详情

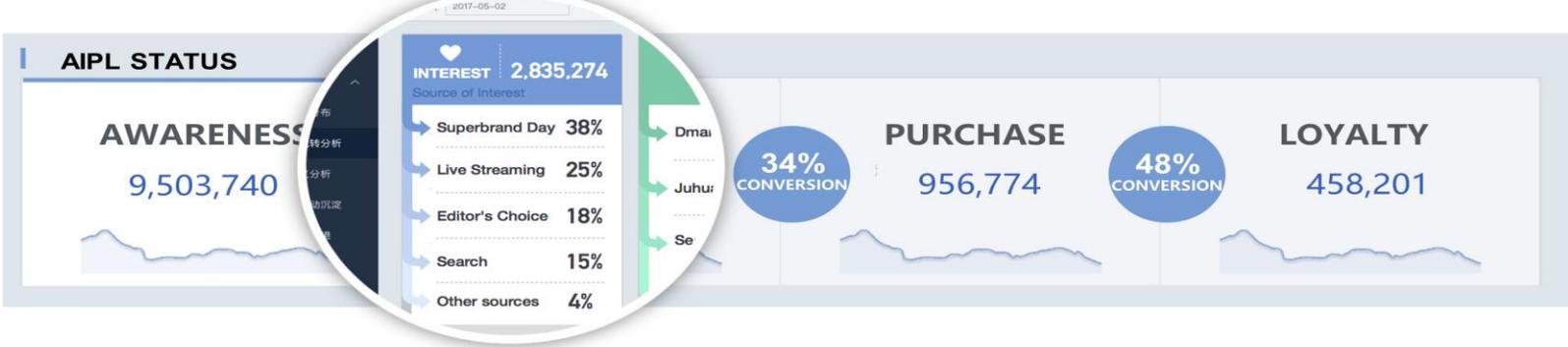


首次下载天猫App
领388元大礼包

Risultati attesi e assetto del piano ICE 2018 – 2019 (12 mesi)

Traffico generato dal marketing online ed O2O diventa più mirato

**Maggiore conversion rate nelle fasi di avvicinamento all'acquisto:
 Awareness → Interest → Purchase → Loyalty**



Piano marketing multicanale



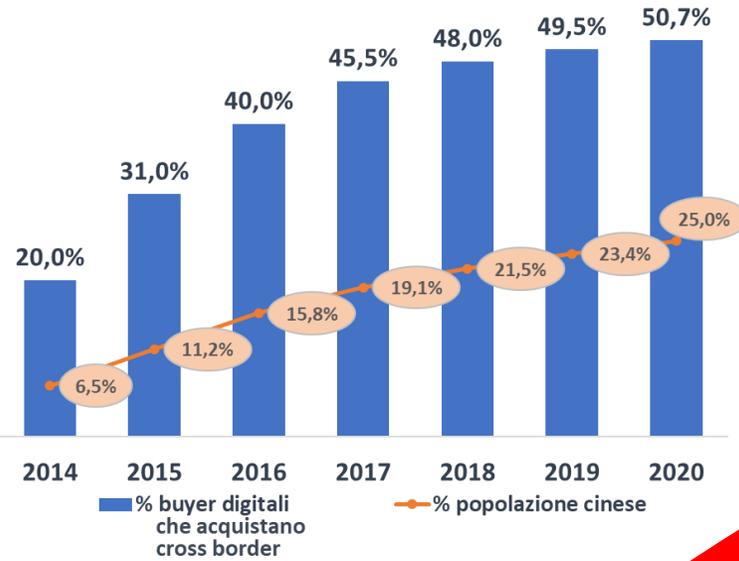
**Recruiting aziende
 Febbraio-marzo**

Golive Aprile 2018

- Campagne promozionali su BrandHub
 - Attività O2O
- Consolidamento data bank

Y1

Beautybit – il percorso di sviluppo



Fonte: Alizila 2017 (Alibaba Group)

8

- Traffic
- Awareness
- Conversion



Progettazione Primi Test

Marketing Sviluppo

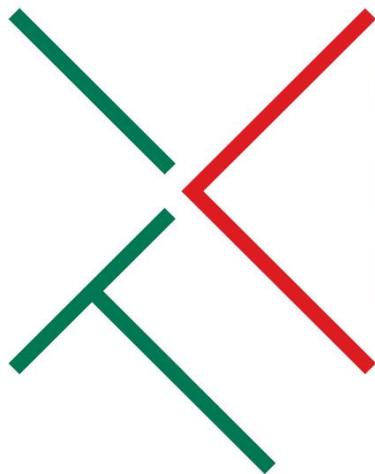
Vendite Fatturato



2017

2018

2019



GUIDA DIGITAL EXPORT FASHION & BEAUTY



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