

# Exportour: le opportunità del settore cosmetica a Hong Kong e in Cina

**Stefano De Paoli – Rappresentante  
Invest Hong Kong**

Hong Kong: quadro economico  
generale, trend dei consumi,  
opportunità e suggerimenti



**InvestHK**

The Government of the Hong Kong  
Special Administrative Region

# RIGHT PLACE

Nel cuore  
dell'Asia

La porta  
d'accesso  
alla Cina



# Hong Kong

Tradizionale Modello di Consumo per la Cina



DOLCE & GABBANA



# Un Paese due Sistemi: Hong Kong

Tradizionale Modello di Consumo per la Cina Continentale

- Centro Commerciale e Finanziario dell'Asia
- Regime Fiscale Moderato (15% persone – 16,5% società)
- Stato di Diritto sul Modello Anglosassone
- Amministrazione Trasparente
- Sistema Economico più Libero del Mondo
- Valuta (HK\$) quotata nei mercati internazionali
- Porto Franco
- Accesso Privilegiato alla Cina Continentale
- Lingua ufficiale: Inglese e Cantonese
- Reddito medio elevato
- Stile di vita occidentale
- 2013: 54 M turisti, di cui 41 M cinesi

**Vendite al dettaglio US\$57 M.di +10%**<sup>6</sup>

**84%**

**41%**

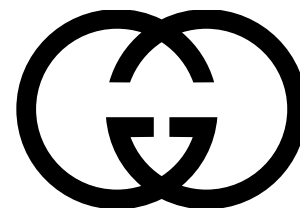
dei principali retailer del lusso e della moda sono a Hong Kong

dei marchi internazionali del retail presenti a Hong Kong

## Numero di negozi



*Salvatore Ferragamo*



**18 a Hong Kong**

**12 a Londra**

**13 a Hong Kong**

**5 a Milano**

**10 a Hong Kong**

**4 a Milano**

# Un Paese due Sistemi: La Cina Continentale

- 1,4 Miliardi di Consumatori
- Tenore di Vita e Redditi in crescita
- Forte domanda di prodotti occidentali
- Entro 2020 maggiore economia mondiale (stima 16.000 miliardi di \$ USA)
- Entro 2016 maggiore mercato mondiale di consumi (stima vendite al dettaglio 4.200 miliardi di \$ USA)
- Urbanizzazione programmata 250 milioni nei prossimi 10 anni

# Un Paese due Sistemi: La Cina Continentale

- Beni di lusso: nel 2013 i consumatori cinesi hanno assorbito il 47% delle vendite globali di prodotti di lusso (102 miliardi di US\$).  
Maggiori prodotti: orologi, cosmetici, profumi e benessere, borse di pelle.
- E-commerce: entro 2020 valore stimato = valore combinato di USA, UK, Giappone, Germania e Francia (maggiori articoli venduti attualmente sono cosmetici, calzature, abbigliamento e accessori da donna)



# Personal Care & Beauty

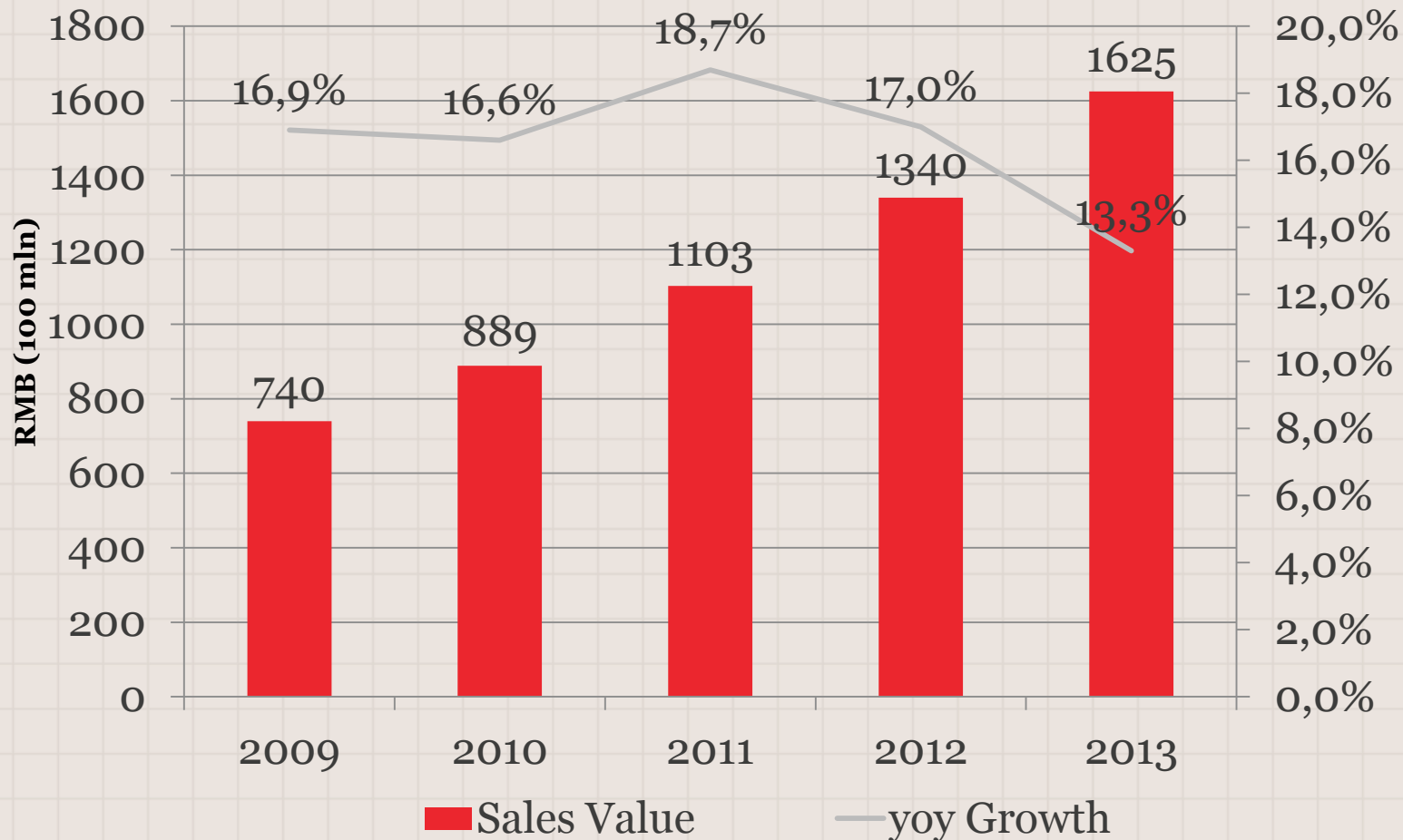
# The Asian Concept of Beauty

- Fair skinned
- No freckles, spots
- Youthful (no wrinkles, firm)
- Moisturised and “watery”

<b>Skin care products:</b>	<p>Skin care products represent the fastest growing sector in the cosmetics market</p> <p>whitening products have always been popular.</p>
<b>Make-up products</b>	<p>Eye make-up has experienced substantial growth in recent years</p>
<b>Products for children</b>	<p>Low birth rates in Hong Kong, and child control means children receive greater attention and care</p>
<b>Sunscreen and sports:</b>	<p>Waterproof and performance sports, SPF 50 +</p>
<b>Anti-aging products</b>	<p>Cosmetic products that help consumers stay youthful and fight aging are increasingly popular (spot lightening, wrinkles)</p>
<b>Cosmeceuticals</b>	<p>Such as spot lightening cream, acne treatment lotion and acne ointment, approximately 10-20 % annual growth</p>
<b>Green/natural cosmetics</b>	<p>Growing affluence and sophistication means greater awareness of organic certification and also potentially harmful chemicals</p>

# Sustained double digit growth

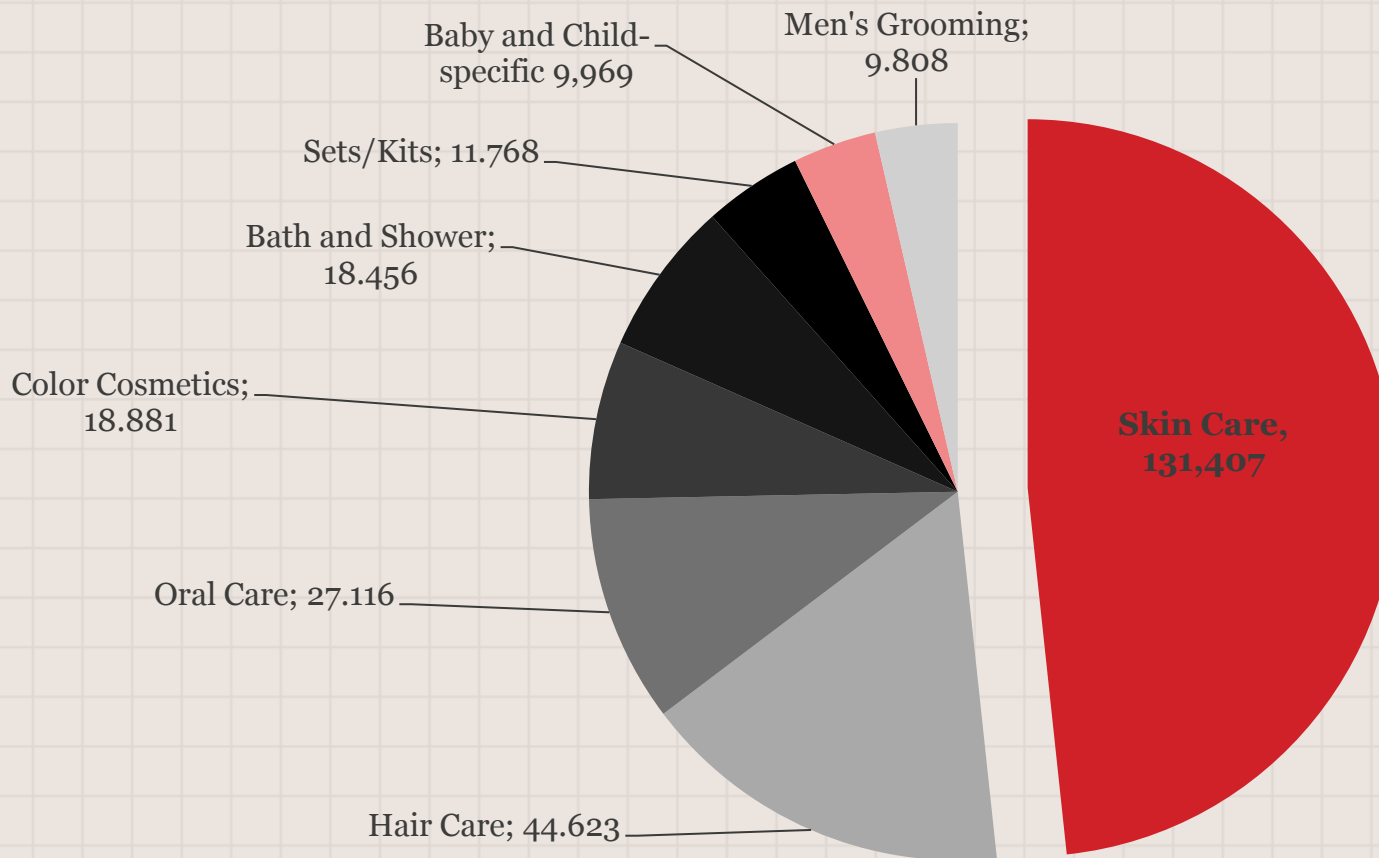
Retail Value of cosmetics by wholesale and retail enterprises (2009-2103)



<http://data.stats.gov.cn/workspace/index?m=hgyd>

# Mainland - Skincare is the largest market segment

Sales of beauty and personal care by category (2013)  
(CNY million)



# Cosmetic trends - Mainland

- **Import tariffs vary from 5-10%**
  - **Cosmetics Naming Guidelines** which were issued to complement the naming requirements provide a list of expressions allowed or prohibited to be used when naming cosmetic products. Eleven types of expressions are forbidden for use in the names of cosmetic products,
  - **According to the Organic Product Certification Catalogue, beginning from 1 March 2012, cosmetic products no longer fall within the 127 product types listed in the organic product catalogue**
- **No organic claims can made by cosmetics in Mainland China**
- **Animal testing required**

# Obtaining a license on the Mainland can take several months

## State Food and Drug Administration

### Importing cosmetics:

- Safety and Health Quality Test
- Hygiene permit
  - Permit renewed in every 4 years
- Animal testing required
- Import duties
- Process days: 5- 90 days

## Categories

### (a) Special use cosmetics

1. Hair growth products
2. Hair Dyes
3. Hair perming products
4. Depilating products
5. Breast beauty products
6. Slimming products
7. Deodorants
8. Freckle-removing products
9. Sunscreens

### (b) Non- special use cosmetics

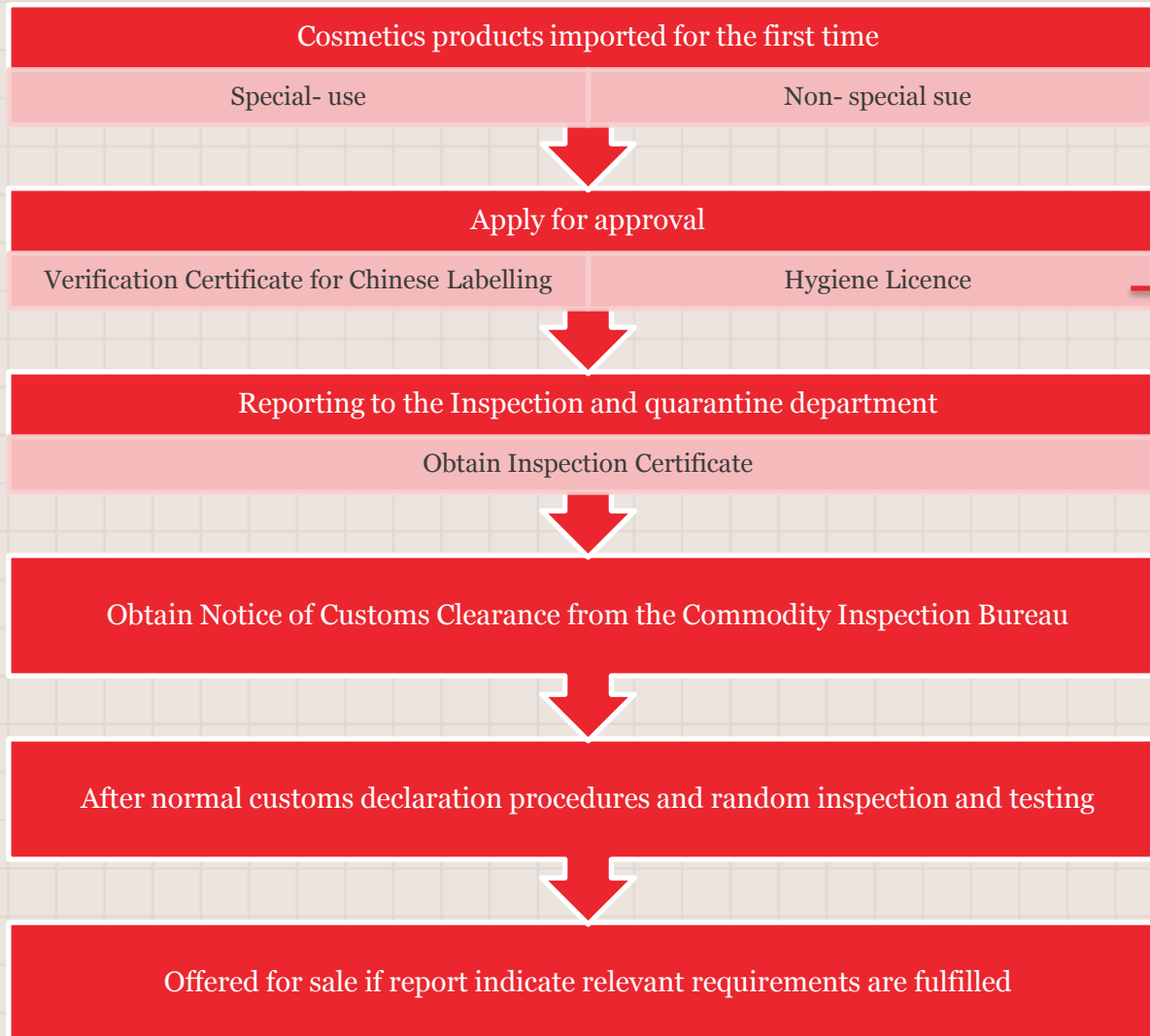
### Documents required for permit application:

- Product ingredients
- Effective components, evidence of use and inspection method
- Manufacturing technique and diagram
- Product quality standard
- Testing report
- Product package
- Certified document for production and sales in the country
- Other required documents

#### 六、申请人提交材料目录：

- 资料编号(一)进口特殊用途化妆品行政许可申请表；
- 资料编号(二)产品中文名称命名依据；
- 资料编号(三)产品配方；
- 资料编号(四)生产工艺简述和简图；
- 资料编号(五)产品质量安全控制要求；
- 资料编号(六)产品原包装(含产品标签、产品说明书)；拟专为中国市场设计包装的，需同时提交产品设计包装(含产品标签、产品说明书)；
- 资料编号(七)经国家食品药品监督管理总局认定的许可检验机构出具的检验报告及相关资料；
- 资料编号(八)产品中可能存在安全性风险物质的有关安全性评估资料；
- 资料编号(九)申请育发、健美、美乳类产品的，应提交功效成份及其使用依据的科学文献资料；
- 资料编号(十)已经备案的行政许可在华申报责任单位授权书复印件及行政许可在华申报责任单位营业执照复印件并加盖公章；
- 资料编号(十一)化妆品使用原料及原料来源符合疯牛病疫区高风险物质禁用要求的承诺书；
- 资料编号(十二)产品在生产国(地区)或原产国(地区)生产和销售的证明文件；
- 资料编号(十三)可能有助于行政许可的其他资料；
- 资料编号(十四)产品技术要求的文字版和电子版。
- 另附许可检验机构封样并未启封的市售样品1件。

# Licensing process



## Process:

1. Complete Application form
2. Cosmetics safety panel inspects the product
3. Approval/Rejection

\* Approval document valid for 4 years (Renewal is required)

- **Process days: 90 + days**

# Cosmetic trends – Hong Kong

- **Hong Kong has a small cosmetics and toiletries manufacturing sector and most manufacturers concentrate their production on mid-priced toiletries and perfumes, particularly for marketing to the Chinese mainland, Southeast Asia.**
- **Apart from the traditional prestige cosmetics brands from Europe and America, younger brands from Korea are gaining attention from their Asian neighbors, especially for the younger generation. Some of the reasons are that the Korean brands are cheaper in price yet emphasize with the use of natural ingredients while young customers are often willing to try new brands**



# Cosmetic trends – Hong Kong

- **Aiming to maximize market share, many brands are undergoing expansion with new stores opening in shopping malls. To cope with business expansions, many of them are hiring actively at all levels, from frontline staff such as sales assistant to store manager, and operational staff such as training manager and marketing managers.**
- **Super premium beauty and personal care up 7% current value growth to reach HK\$1.9 billion in 2012**
- **Limited editions were increasingly prevalent in super premium beauty and personal care**
- **Tourists, especially Mainland Chinese were also keen to purchase super premium beauty and personal care products from Hong Kong as they take advantage of the lower prices in view of it being a tax-free destination.**

# Liberal market environment

## Hong Kong Market issues:

- No import tariffs, no VAT / GST
- No registration required for general cosmetic products
- no local mandatory labeling or registration requirements on cosmetics.
- No regulation on “organic” claims
- No animal testing required

JaneClare and SEVE – Manufactured in Hong Kong

JaneClare 的團隊來自一群成就全球登峰造極的中國香港專家，當中包括前美國白宮科學顧問、美國 University of Oregon 皮膚科教授陳世松博士、台灣嘉南護理科技大學化妝品應用與管理學教授林志壽教授、資深化學工程師梁永冠先生，專為中國人肌膚需要而研發護膚用品，既能照顧一般人，也能顧及特殊皮膚需要，配方源自古宮廷驗方，運用中西醫學精蘊，將天然中藥配合西方皮膚滲透科技而成的，令 JaneClare 的護膚品能發揮比原方更佳的效果。



## CEPA

### Mainland and Hong Kong Closer Economic Partnership Arrangement

All goods made in Hong Kong,  
including cosmetics and toiletries  
products subject to the CEPA's rule of  
origin, can enjoy duty-free access to  
Mainland (2006)

**SÈVE**  
*Natural Beauty*  
LENA FUJII 藤井莉娜

有人感嘆過鏡花水月，有人羨慕過女子，自稱 Lena 卻做過無數次之選擇，特別  
顯而易見，特別野性性格。近來韓國女生的面孔又「韓化」人人趨之若鶩  
此同一類臉譜，Lena 的美卻與眾不同，擁有日本和美國的好皮膚，她確  
確獨特，她「高冷」的氣質也吸引不少男生。從容、上進的自信，令她令人一  
見難忘，她可以人兒在繁雜的工作，想息過重慶美容保養，Lena 卻響亮  
「只要簡單天然的護膚品，」就是她的美容秘訣。

**護膚品誘發自然美**

早前某雜誌推出「SÈVE」成立一週年慶祝  
的活動，Lena 與李亞平於去年 11 月，在香  
港完成化妝品，由她親自親自操作  
SÈVE 的自然精華淨膚「蘇荷」系列化  
妝品，自然流露她美膚的自信與大方。此  
種護膚品，有保養皮膚之效，能滋潤  
肌膚，使肌膚更顯嫩滑。她並非只  
愛化妝，除了各類化妝品，她亦會用  
敷粉，用過 SÈVE 護膚品後，皮膚更  
顯嫩滑，保養效果顯著。她亦常  
用 SÈVE 的化妝品，保養如神，  
也常說「SÈVE」護膚品，如果日本公司  
買到就好了！」

1. Hydro-Boost-Creating powder 8500 / 80g  
2. Anti-Aging-Caring cream 8800 / 100g  
3. Pure-Active cream 8800 / 150g  
4. Hydro-Boost-Creating powder 8000 / 150g  
5. Golden-Skin treatment essence 8000 / 100g

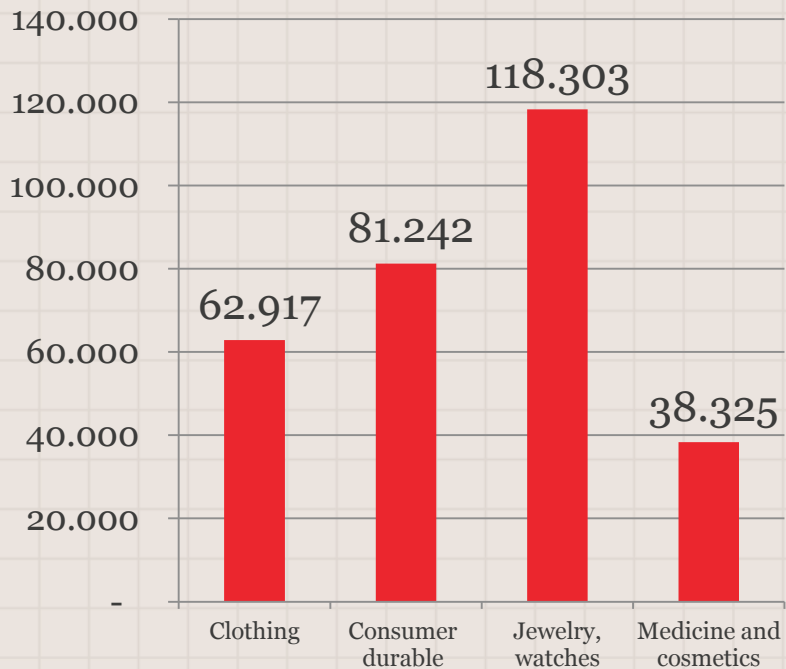
# Cosmetics rank high on list of tourist purchases

- 60% of Mainland respondents say they purchase cosmetics in Hong Kong, up from 43% in 2009
- Hong Kong is the preferred destination due to wide selection of the latest products, confidence in authenticity, professional sales staff and competitive pricing

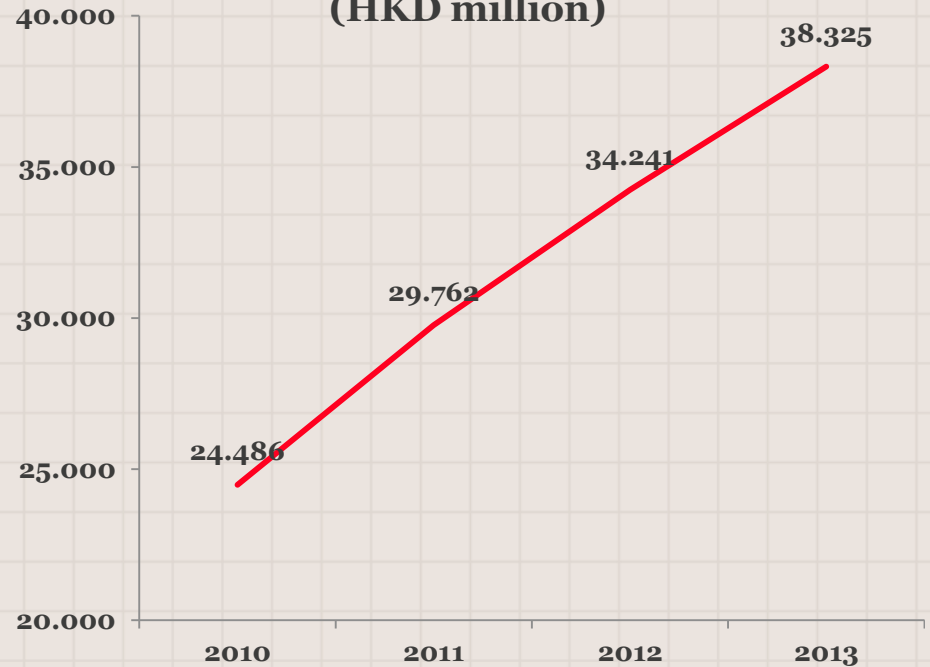
Shopping Items	% of Overnight Visitors (all countries)	% of Overnight Visitors (Mainland)
Ready-made Wear	42	41
<b>Cosmetics</b>	<b>29</b>	<b>36</b>
Snacks/Confectioneries	28	29
Shoes/Other Footwear	17	17
Medicine/Chinese Herbs	15	20

# Medicine and cosmetic up 57% , catching up with clothing

Value of Retail Sales 2013  
(HKD million)



Value of Retail Sales by Cosmetic and  
Medicine Shop  
(HKD million)

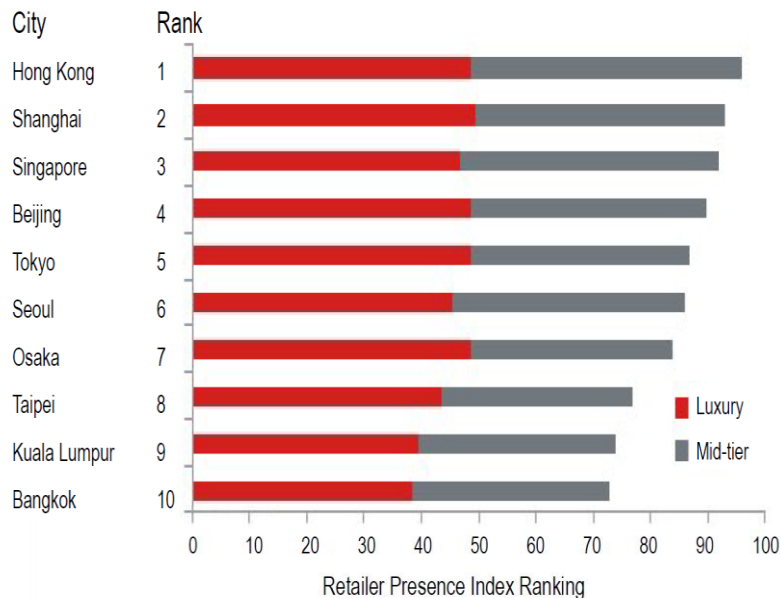


- The number of cosmetics establishments doubled from 2,753 in 2006 to almost 5,000 in 2014

# Cosmetics – why Hong Kong

## Top luxury brands present in most Asia Pacific markets

Retailer presence ranking, segmented by luxury and mid-tier



## Origin of cosmetics brands in Hong Kong (As counted by the number of cosmetics stores from 9 premium shopping mall on online directory)

	No. of brands
USA	94
France	78
Japan	33
Korean	29
UK	25
Italy	19
Hong Kong	16
Australia	7
Switzerland	6
Canada	6
Germany	5
Spain	3
Greece	2
New Zealand	2

# Various retail formats available



Independent store in shopping mall



**Faccess (Lane Crawford Group)**  
**Over 13,000 sqft**  
**47 shops**

**Beauty Avenue (Langham Place)**  
**Over 20,000 sqft**

**Beauty Bazaar (Harvey Nichols)**  
**Over 18,000 sqft**

Counter in specialised cosmetic zone

# Fashion & Lifestyle media

Fashion magazine in Hong Kong	Language
Amy Magazine	Chinese
CosmoGIRL	Chinese
Cosmopolitan HK	Chinese, English
Elle	Chinese, English
Femme	English
FHM	Chinese
Fashion & Beauty	Chinese
Harper's Bazaar	Chinese, English
Jessica/Jessica Code	Chinese
Marie Claire	Chinese
Manifesto	English
Men's UNO	Chinese
Magazine International	Chinese, English
Style(SCMP)	English
Style-tip	English
Tatler	English
Tao Magazine	Chinese
U	Chinese
Vogue	Chinese, English

## Media

- 53 daily newspapers (27 Chinese language)
- 701 periodicals in print and digital format
- Regional base for many publications

# Make branding relevant to local audience



**BEAUTY is in THE EYES**  
三位藝術家，憑全新炫彩防水眼線筆的21款色調，讓眼睛說故事  
Artpiece One | SPACE ODYSSEY

shuAETELIER X drawing pencil  
shuAETELIER 專業化妝師親自為你分享如何運用21種炫彩防水眼線筆。

## Getting Zing'ed: Hong Kong's celebrity makeup artist

The imperious makeup artist makes an appearance for Benefit Cosmetics




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Events / Latest Events

**Events**

**Kiehl's Superb High Tea Gathering**  
Jun 05, 2014 / Azure, LKF Hotel

RELATED EVENTS

- Event: Stella McCartney Private Luncheon
- Event: World of Aerin Global Launch
- Event: Opera Gallery's Gérard Ranoman Private Dinner

Eylee Tai and Lella Chow

- Chinese/ English media
- Use of local / Asian celebrities
- Build CRM and VIP members
- Direct marketing, social media and exclusive event invitation
- Trial and sample collection to drive traffic to counters



# Cosmetics Event – CosmoProf

- CosmoProf Asia
  - 2,168 exhibitors from 43 countries/region
  - 76,200 sqm
  - 22 national and group pavilions
  - Over 340 members of local and international media
- **61,000** visitors (2013)

## Sectors:

- Perfumery, Cosmetics and Toiletries
- Dietary Supplements, Asian Traditional Medicine, Health Food and Beverages
- Professional Beauty Salon, Spa Products and Equipment
- Nail Products,
- Hair Products, Equipment and Salon Furnishings
- Packaging, Raw Materials, Machinery, Private Label, Contract Manufacturing & POP



# POLA



**POLA has been constantly growing its retail presence in department stores in Japan.**

**The company will replicate the business model in Hong Kong by bringing the accumulated know-how and expertise from Japan.**

**The Hong Kong counter at Harvey Nichols offers a wide range of products and is equipped with a private facial room**

# Caudalie

«Hong Kong est la vitrine de l'Asie et présente de nombreux avantages pour les entreprises comme nous, notamment le fait d'être juste à côté de la Chine continentale, qui est un marché important pour nous. Il était clair pour nous que la base de départ de notre réseau de distribution devait être située ici», explique Cécile Ossola, Directrice de Caudalie Hong Kong pour la région Asie-Pacifique.

Hong Kong est le troisième bureau régional de Caudalie après Paris et New York. Il est en charge de la gestion des filiales et des distributeurs asiatiques et sert de plateforme d'information et de coordination entre les services marketing, design, communication et finance.



# **Invest Hong Kong**

## **Cosa facciamo**

# InvestHK a Sostegno delle Imprese

Informazioni e  
consulenza per pianificare  
e valutare l'investimento

Supporto al rilascio  
di permessi di lavoro,  
scuola, famiglia...

**InvestHK**

Azioni di PR e marketing  
a sostegno del  
lancio del progetto

Eventi per favorire l'inserimento,  
presentazione di partner,  
fornitori di servizi...

# Parliamone!

[www.investhk.gov.hk](http://www.investhk.gov.hk)

**in Italia**

Stefano De Paoli & Armando Antonini

Tel: 02 89 53 41 08

[sdepaoli@investhk.com.hk](mailto:sdepaoli@investhk.com.hk)



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The Government of the Hong Kong  
Special Administrative Region