

# Eastern promise: Makeup Brands' eCommerce Performance in China



Cosmetics is one of the fastest growing retail sales categories in China today. According to one report, makeup sales value grew by 17 percent in 2017, and a significant proportion of this growth was driven through the online channel – up to 26 percent of makeup sales in China are transacted online, according to a report from US investment bank Morgan Stanley\*.



## eScore e-Commerce Channel Presence & Performance

eScore by eStoreMedia is an objective measurement of your brand's performance in the e-commerce channel. It is based on the analysis of three critical performance indicators – Availability, Findability, and Ratings & Reviews – across products in your category using eStoreCheck, our e-commerce performance analytics solution for brands. The individual performance indicators, are weighted to calculate a single eScore number for each brand. Your brand's eScore quantifies its overall presence in the e-commerce channel for each market, provides a standardized benchmark against competitors, and identifies opportunities for improvement.

## Makeup Brand eScore Ranking

The latest eScore ranking for the Makeup category in China shows that all the major brands in the category have work to do to optimize their presence and performance in the leading online retailers. Maxfactor topped the ranking with an eScore of just 3.57 out of five.

Brands eScore Ranking		Source: eStoremedia	
1	MAX FACTOR X	★★★★☆	3.57
2	M·A·C	★★★★☆	3.31
3	BOURJOIS PARIS	★★★★☆	3.30
4	MAYBELLINE	★★★★☆	3.17
5	MARIE DALGAR	★★★★☆	3.00
6	innisfree	★★★★☆	2.62
7	DHC	★★★★☆	2.59
8	LANEIGE	★★★★☆	2.31
9	L'ORÉAL PARIS	★★★★☆	2.16



MaxFactor topped the category with solid performances in Share of Search & Category First Page Share

\* Morgan stanley: beauty is in the eye of the chinese consumer

### CALL OR WRITE

To learn more about your brand's online performance contact us.

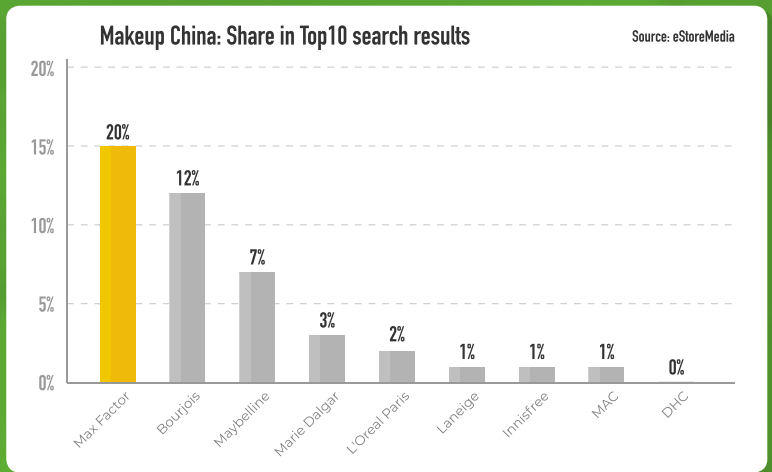
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### ABOUT THE AUTHORS OF THIS STUDY

eStoreMedia is the leader in end-to-end e-commerce performance measurement, and eStore content management and delivery, for consumer goods brands.

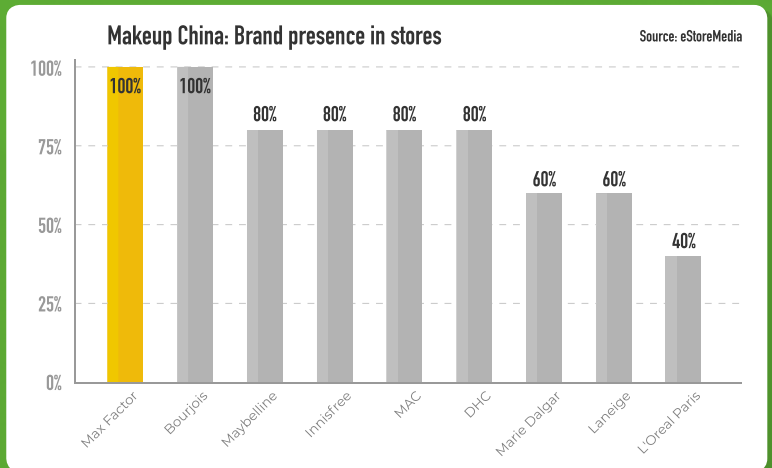
## FINDABILITY

Findability is calculated based on three metrics – Share of Search, Category Share, and Category Keywords. Maxfactor performed well in terms of share of search, and category first page listings. However, second-placed MAC didn't do as well for this crucial KPI, with only a one percent share of Top 10 Search results across the online stores.



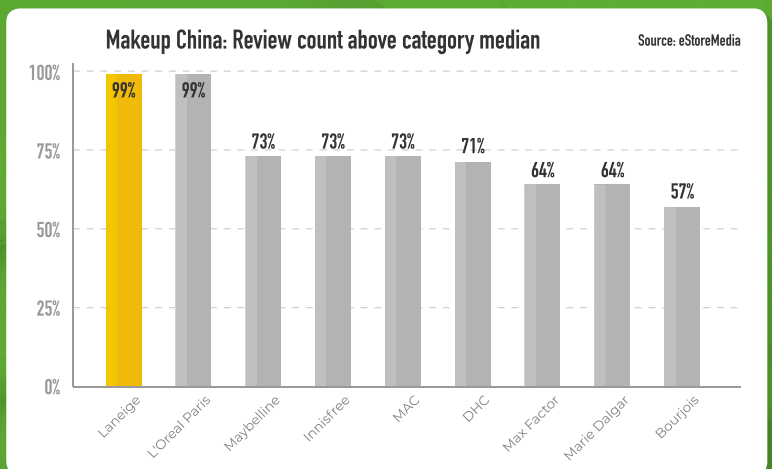
## AVAILABILITY

Again MaxFactor performed well in terms of Availability with 100% Presence in Store (Products Listed in the online Stores analysed), but it could make some improvements in the percentage of time its brands were in stock (89%).



## RATINGS & REVIEWS

All the brands covered in this report performed well in terms of achieving positive Reviews for their products. However, Laneige and L'Oreal topped the ranking for the number of Ratings & Reviews their products had – 99% of their listed products had review counts above the median for the category.



## ABOUT THIS STUDY

This eScore Report is based on the analysis of Makeup category product listings for marketplace sellers in online and mobile stores JD, VIP and Tmall, during the third week of February, 2019. eScore is based on the analysis of three critical performance indicators – Availability, Findability and Ratings & Reviews – encompassing seven weighted eStoreCheck Metrics.



Find out how your brand performs online, go to [eStoreMedia.com/eScore](https://estoremedia.com/eScore)