

Development and Trend of Men's Cosmetics Industry

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Abstract: With the continuous improvement of consumers' material life, the consumption power of China's makeup industry has also been greatly improved. To meet the regulations of consumers, high-end daily cosmetics stores have become the main force of consumers. Everyone has a love of a beautiful heart, so the development trend of the makeup industry is longer. With the consumption concept advancing with The Times, makeup products are no longer the patent of female consumers, and many men are gradually concerned about men's faces. With the gradual emergence of men's cosmetics specially customized for male customers, many enterprises began to care about this promising market. With women's cosmetics gradually filling up, they shift their goals to men. This paper on men's cosmetics enterprise professional manufacturing as the main line, combined with the definition of modern commodity marketing, first tells the story of China's makeup industry situation and development trend, way, men's cosmetics industry and men's cosmetics platform situation and development trend, men's cosmetics market still exist very big future development trend. Finally, a proposal was given for the lean management of the platform.

Keywords: men's cosmetics, commercial marketing channel, channel management, retail terminal

1. Introduction

1.1. Study Purpose and Significance

In recent years, along with the cruel competition in the female care decoration market, more and more domestic and foreign enterprise brands gradually attack and expand new channels. The great men's cosmetics market, which was previously ignored by daily chemical products, began to show a strong trend of development and will continue to be highlighted by the major brands [1]. According to the in-depth study on the current situation of China's male cosmetics market from 2022-2028, China has become the largest cosmetic industry in the world, exceeding the annual sales in 2022, accounting for about 78% of the global cosmetic industry, only second to European and American countries. Therefore, Chinese men's consumers are also a huge group. With the improvement of more and more men on their surface regulations, the market prospect of men's cosmetics is very brilliant and with unlimited potential.

With people's unremitting pursuit of green natural, cosmetics with natural extracts as the main raw material are more and more popular in the market. However, this cyclical definition of functional cosmetics and cosmetics will be further strengthened [2]. In the future, the future development trend

of the makeup industry, whitening, freckles, anti-aging, moisturizing, sunscreen, moisturizing and other concepts will be more and more recognized by consumers, and the market sales of cyclical cosmetics will be very strong. Men's cosmetics, pharmaceutical cosmetics and natural cosmetics are undoubtedly the basic ways of the makeup industry. Makeup products belong to typical FMCG products, which are necessary for many people's daily life, especially girls. In recent years, more and more men gradually care about skin modification, and gradually accept the application of cosmetics, this proportion is still expanding. Then, each cosmetics manufacturer started to release men's skincare products as a new market breakthrough point. The makeup industry also has the characteristics of FMCG: fast product update dates, convenient consumer transformation and development, low brand cost, and convenient purchases. For the A company, being A men's cosmetics company is A challenging opportunity [3]. It is necessary to achieve a breakthrough in such fierce competition, implement the distinctive commodity marketing channel mode, immediately innovate commercial service marketing channels, do a good job in channel distribution, and create a good corporate image under the situation of high simplification of goods.

1.2. Research Status at Home and Abroad

With the rapid development of the global social economy and China's entry into the WTO, China's makeup industry has already expanded rapidly. At the present stage, China's makeup industry shows the market competition situation in three countries. Foreign companies, joint ventures and private companies have long been doing their best to share market share in such a promising market. At the present stage, foreign big brands still occupy a dominant position in China's makeup industry, especially in the middle and high-end routes, which has become the monopoly link of foreign big brands [4]. Domestic brands have completely collapsed, and many corporate brands only mixed in the low-end market. Shanghai Jiahua and large enterprises with state ownership hope to compete with international products, but the actual effect must be tested by industry and time.

Many foreign companies immediately launched men's cosmetics of the same corporate brand or its brands, which not only faces the same fierce competition and severe tests as women's cosmetics. For many private companies make similar new products. How to achieve a successful breakthrough in the competition and the starting point is the problem that private enterprises should pay attention to. It is very important to develop new products suitable for consumers, especially in a customer-centered market economy system. Quality is the foundation of survival, but when the products in the makeup industry tend to be single, only good products can not make the long-term development of enterprises and even survive. Finding a good way is the key to growing the company. A better way can help enterprises to timely and deliver orders to customers, especially in China's vast market situation of unbalanced economic growth how to do good business is a difficult task.

2. Development Status and Trend of the Men's Cosmetics Market

2.1. Status Quo of the Men's Cosmetics Market

With the improvement of trading ability and the update of consumption concept, contemporary men pay more attention to the problem of "face". The market share of men's cosmetics in developed countries in Europe and America has exceeded 30%, and the market share of domestic men's cosmetics was less than 5% in 2011. This is mainly due to the social development and per capita consumption level in China, the population in rural areas still exists at nearly 700 million, among which the potential male consumers exceed 200 million, most of which still belong to the middle and low-income groups [5]. However, with the development of the economy and technology and the adjustment of China's economic structure, the salary will double in the future, and the consumption power will be significantly increased. As shown in Figure 1, the market value has stable growth.

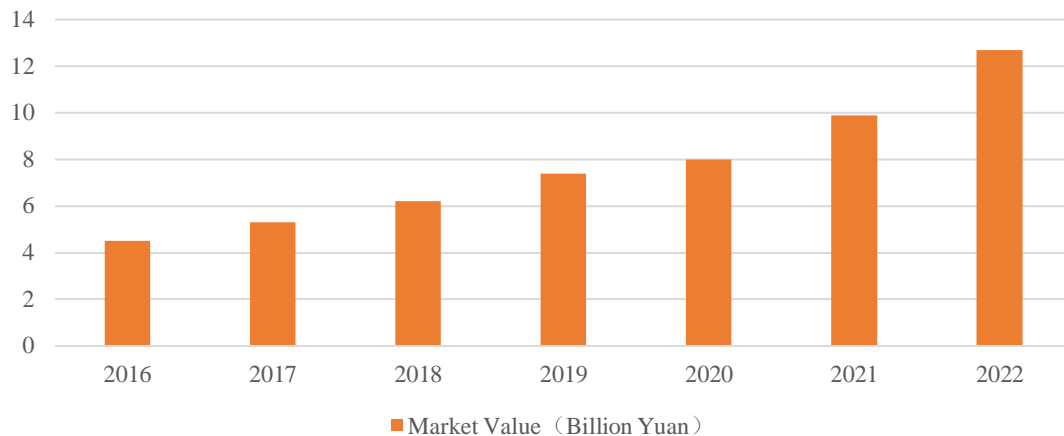


Figure 1: The market value tren of men's cosmetics in China.

Driven by such a great transaction growth potential, various foreign cosmetics enterprises took the lead in launching men's cosmetics, which was alarmed in commodity marketing and achieved very good results and economic benefits. For example, L'Oreal, Nivea, Manoredon and other enterprises have launched a series of men's cosmetics products, especially L'Oreal Group, the largest industry leader in the makeup industry. With the current brand and operation advantages, as well as advertising, product and packaging innovation, it has already occupied one-3 of China's men's cosmetics market share. In 2011, sales of men's cosmetics increased by 26.5%, exceeding the market average of 17.8%. Although industry leaders in other countries take the lead in promoting men's cosmetics, domestic large, small and medium-sized cosmetics enterprises still have broad market prospects. With only the products in the market and moderate product promotion methods, they can still achieve great achievements in the domestic market [6]. For example, in recent years, Gao Fu, Reddy and other professional cosmetics have gradually consolidated their market share, cultivated several old customers, and gained a good reputation in the industry with diversified market positioning and industrial marketing strategy.

At this stage, although the market of Chinese men's cosmetics is the leading foreign industry, the overall situation is still separated. Most male consumers do not become fixed and loyal fans of the brand but constitute the momentum to follow this trend. There is no doubt which brand of advertising is a good or good reputation. There are two main elements of this. One is the concept of endangering the male consumer itself. Most of our men's consumption concept is still outdated, skin modification consciousness is weak. Secondly, there is no doubt that many men's cosmetics enterprise brands are still in the new product development and promotion link [7], Product positioning is not specific and does not create a men's cosmetics professional corporate image.

2.2. Development Trend in the Men's Cosmetics Market

2.2.1. Consumers are More Professional and Rational

Nowadays, skin modification is no longer reserved for women. For men, salaried men and students pay more and more attention to skin modification. Especially now, with life and work pressure [8]. Men often have to do something different. For all kinds of people, a good surface personal image is crucial. Therefore, men pay more and more attention to skin modification, through a variety of ways to grasp the skin modification products, to find their own humanized products. Although the major brands on the market, such as oil control, moisturizing, anti-wrinkle, etc., the actual user experience

is similar [9]. The market urgently needs to solve more efficient, more suitable male skin quality products.

2.2.2. The Emergence of Enterprise Brand Specialization

Although men's cosmetics, nija, Nivea and other countries have already occupied a large market share, subconsciously, these brands are still women's cosmetics brands, lacking professional brand image and independent brand awareness. If the exclusive men's cosmetics enterprise brand on the market can get male customer recognition, and grasp male consumer attitude and regulation, the powerful brand on the current market is from a great web association.

2.2.3. Break Up the Commercial Distribution Channels

The existing men's cosmetics methods are generally department stores, shopping malls, cosmetics franchise stores, shopping malls, chain convenience stores, and online shopping. However, methods like department stores are generally an important selling point for women's cosmetics. Men's cosmetics must have a very small total display area in the corner. Some convenience store chains sell only middle-and low-end products. Relatively speaking, the franchise method (such as Miniso) has men's areas, but the quality of the discount information is not balanced, not leading to a satisfactory shopping experience. The online shopping method has the problem of information asymmetry, which is not as good as the offline channels on the management and professional level. Therefore, usually, men's cosmetics must be produced and sold.

2.2.4. Independent Innovation in Service Provision

Cosmetics are typical of FMCG products, but they are different from food products and household commodities. Especially with men paying more and more attention to skin decoration, as well as more men's cosmetics brands and types, product quality will gradually be single, the industry competition will be more fierce. In addition to making good products, building brands and improving methods, enterprises should also take service as the focus, focus on all fields of the enterprise, take the market and consumers as the starting point, and attract more consumers to buy the company's products.

2.2.5. Fierce Competition in the Commercial Market

In China, the field of men's cosmetics is still in the initial stage. Because of the uncertainty of the industrial natural environment, such as the unstable development trend of the marketing market, most enterprises are still in the exploratory stage, and the product and channel positioning is not yet clear. However, with the continuous development of the market economy, the adjustment of the national economic development structure and the expansion of the domestic demand, the whole industry and industry will gradually improve, and more and more cosmetics enterprises will join the hidden market, thus aggravating the healthy market competition of the industry companies.

3. Analysis of the Business and Competitive Model of Men's Cosmetics in Company A

3.1. Business Model Analysis of Men's Cosmetics

3.1.1. Specific Marketing Mode

Enterprise A is A company specializing in producing men's cosmetics. In the early stage of its establishment, relying on the development and core competitiveness of the men's cosmetics industry, it gradually established its own brand and product positioning and realized the plan of production

method. However, in recent years, with the gradual entry of overseas and joint ventures, the defects of enterprise A have been fully displayed. Compared with the large and medium-sized international famous brands in the channel construction and operation of the technology and work experience, it is completely passive. In the face of such sudden market competition, a enterprise was caught off guard, and the method change is urgent. At the present stage, the sales model of cosmetics enterprises in China is generally regional distributors and sales.

(1) Regional distributors are divided according to the natural geographical region, and set up a general agent and several agents in each region, and then wholesale prices to the retail system to promote sales. Regional distributors are the industry management mechanism commonly used by domestic companies, especially in the early stage of the product A-share market, where companies need to use the channel data of retailers for brand marketing. International cosmetics giant L'Oreal, for example, still works with regional agents, although they have the overall strength to create direct channels. The advantage of a regional distribution channel strategy is that it can quickly put products into the market and save the cost of enterprise promotion. However, after the policy control and continuation, they will be adapted from the above text in Chinese.

(2) Sales is the sales model selected by large and medium-sized cosmetics manufacturers for department stores and franchise methods. These enterprises usually directly cooperate with the strong terminal equipment according to the agents to ensure the profit space and service level of the terminal. Many powerful companies use sales to control the host, such as L'Oreal, Procter & Gamble, Unilever and other large international cosmetics companies join in department stores and stores in China, but after the products and brands were widely accepted, they also began to implement sales countermeasures.

In the early stage of the commodity A-share market, this method is not only relatively high in cost, but also risky. If the product is depressed on the terminal, the enterprise will lose the market trend project investment, and brand marketing will be more difficult. Therefore, the domestic small and medium-sized enterprises, in the selection of sales methods before, solve all aspects of the evaluation.

(3) Sales is a unique marketing method for some cosmetics manufacturers directly to Amway, Avon, Mary Kay and other customers [10]. In recent years, the direct sales model of the domestic market has gained a development trend. By 2013, a total of 37 units in China have obtained sales licenses, which greatly improves the public's recognition of sales. For enterprises, the direct sales model can not only control the cost, but also realize face-to-face communication with consumers, and receive customers' suggestions and feedback from them the first time. Consumers can buy the products they need at a lower price and experience quality service. However, due to the limitation of the domestic traditional consumption view, the direct sales model is still facing great challenges.

3.1.2. Specific Retail System

At the present stage, the channel positioning of well-known brands of men's cosmetics in the Chinese market is the same as other cosmetics brands such as L' Oreal, Nivia, Manshow redon, domestic Goff, and suitable for herbal medicine., Are focused on the following retail systems:

(1) On the supermarket counter, the important retail system of men's cosmetics is generally shopping malls and shopping malls. In the shopping plaza, the men's cosmetics area is very few, usually, a part of the girls' cosmetics display case area is open to the public, or just occupies a small corner of the exhibition hall. There are two important reasons for such a thing. One is that the men's cosmetics market proportion is not large at this stage, and the other is determined by the consumption concept of men's people. They often don't spend their time shopping as women do.

(2) Supermarkets and cosmetics franchisees usually have men's cosmetics areas in both supermarkets and cosmetics franchisees. The brand also cares about chain stores such as Wal-Mart, Carrefour, and Tesco and national franchise stores such as Miniso. Now, specific sports brands have

also launched men's cosmetics, such as Adidas and the NBA. The method they chose was the sports brand section of the mall. The consistent advantages of these methods are the convenience of shopping and the adaptability and accuracy of channel positioning [11].

(3) With the popularization and development of e-commerce, many young people have contacted online shopping, and enterprises have not lost the good opportunity to establish online official flagship stores or display their products on official websites. With the change in trading ideas and the standardization of the Internet, more and more consumers can inevitably buy things online, which not only has a great impact on the existing sales network.

(4) Under the condition of China's industrial structure, there are certain differences in small and medium-sized commodity trading markets in the regional economy and per capita net income. There are still small and medium-sized commodity trading markets, agricultural wholesale markets, market and other commercial entity lines. Because the strong brand enterprises look down on this market, they have also helped some small and medium-sized cosmetics manufacturers to increase development opportunities, and occupy a very large market share.

(5) In chain convenience stores, many well-known men's cosmetics brands slowly began to develop methods to design street or community supermarkets. For example, L'Oreal and Nivea's male products should also reduce their use value to increase their market share. In a variety of small and medium-sized retail systems, products compete with domestic products, but the sales are not very good.

3.2. Analysis of the Competition Mode of Men's Cosmetics of Company A

(1) In the project investment link of the commodity trading market, due to the lack of financial strength and personnel allocation, the development of the industry depends on the distribution level of the agents themselves, giving the agents very loose price and promotion policies, and ignores the dealer management method, resulting in the loss of market trend manipulation. In many increasingly intense and more detailed markets, sales continued to decline, down more than 20% month-on-month. Therefore, enterprise A has encountered great resistance in the process of implementing the measures and wants to manipulate the market, smoothly seize the market share, and reconstruct the brand image. First, the agent worried that his offline physical stores could be manipulated by the A enterprise, endangering his rights and interests [12]. Secondly, agents are used to providing policy support to Company A, and all marketing costs should be borne by A enterprise. If they are restricted or dissatisfied in many aspects, they will passively ignore it, causing A company to despair in the process of promoting the new market plan.

(2) Enterprise A directly cooperates with Wal-Mart, Carrefour, Watsons and other NKA, and cooperates with LKA customers, surpassing agents to develop and design direct sales models in specific shopping malls across the country. This is the industry business operation mode of many cosmetics manufacturers, with a strong overall strength, can not only reduce middlemen, and give the terminal equipment higher profit space, but also facilitate the management methods and maintenance of terminal equipment. However, for A newly established company like A, due to the actual combat experience in the market, the life cycle of well-known brands and their own ability restrictions, the lack of technical personnel maintenance, terminal management and brand marketing, resulting in terminal sales instability and even reduced, and finally, the network cabinet is canceled. Up to now, only 60% of A enterprises began to enter KA terminal equipment, still in operation or forced maintenance, and other mobile intelligent terminals are gradually offline.

(3) In recent years, enterprise A's market share of online sales has gradually expanded. There are two main reasons. First, with the rapid development of all e-commerce methods; second, Company A developed and designed its own online flag store and added more online agents. Since enterprise A did not carry out in-depth overall planning for e-commerce channels in the early stage of market

construction, some small and medium-sized online agents did not have strict examination, analysis and judgment, and the sales price is disorderly, and many online agents only enjoy relatively low discounts. Such business models are bound to create hidden dangers. With the increase of online dealers on various e-commerce platforms and the highlight of vicious competition, online agents of various business scales have shown their capabilities. Relying on the advantages of operating costs, discounts, low-price sales, offline physical stores, and many and even losses, the development trend is becoming more and more powerful, which has an impact on the brand image of A Company and offline physical stores. Offline promotion dealers complained also helped A company's follow-up marketing promotion brought great adverse conditions.

4. Optimization and Management Suggestions for Men's Cosmetics Business Channel of Company A

4.1. Conduct a Pre-trial Investigation on Retailers

With the development trend of the market economy, the company in the market competition is increasingly fierce. With more and more enterprises choosing fine commodity marketing, it has become the development trend of enterprise planning commodity marketing methods. For any enterprise, fine business service sales channel management is a long-term work and countermeasures, which must be continuously deepened and improved in the operation process of the company [13]. The operation, financial accounting and control of the enterprise itself need to continuously plan, test, analyze and improve according to the social experience, to adapt to the fierce market competition and enhance or maintain its core competitiveness. In the development of this market, retailers, especially some small and medium-sized enterprises manufacturing mass products, have played a vital role. Choosing the retailer that suits you is the cornerstone of success. The following is the retailer survey analysis and evaluation.

The preliminary investigation of retailers can cover the retail network, terminal equipment communication, channel distribution methods, channel distribution level and many other aspects. Naturally, due to the differences in brand objectives and marketing strategies, different types of enterprises can appropriately adjust other survey items. In the retail network, most retailers have a well-established retail network locally. For companies new to the market, it is very weird in a specific marketing market. If you can find better retailers locally, you can use the marketing standards they know, because they benefit the retail network to market and sell goods.

Select a retailer to understand the distribution of their sales channels. Usually, the manufacturer will send special personnel to the local market to investigate and conduct face-to-face communication with the dealer. Although this method is expensive, there is a lot of really useful information that is good for the company to have a comprehensive understanding of retailers. To reduce costs, other enterprises ignore the visit to retailers, which will bring some inconvenience to the later marketing promotion. The interaction between retailers and terminal devices is crucial [14]. Better retailers will maintain active and effective communication with the terminal equipment, regularly organize promotional activities and irregular sales market visits and research. In addition to maintaining customer relationship management, we can also understand the dynamics of terminal equipment in real-time and correct marketing strategies in time according to the market and competitors.

4.2. Management and Maintenance of Retail Terminals

4.2.1. Management of Retailers

The following two links are the core of the retail system management method:

First, the company manages the retail system employees. Retail system workers usually work in the market, directly facing the market grassroots workers. For enterprises, due to the work content, it is not easy to directly supervise. For the terminal equipment workers, the daily supervision of the fixed retail system is very easy to feel bored, and even gradually not interested in the work. To avoid the negative and casual style, serious harm to all the sales team. Enterprises must constantly improve the management system for the terminal equipment workers, and timely give guidance and help in the work. Management methods can be carried out from the following aspects:

Report management, strict emergency response plans, and report types can be divided into the monthly work plan, weekly reports and daily reports. The specific content can be divided into the plan, overall goal summary and reflection. The company may be formulated according to the actual situation. Training management system, strengthen the pre-post and post-training of terminal equipment personnel. Scientific research and analysis of training demand analysis, formulate and implement training programs, improve workability, and improve team stability through platform learning and training; terminal equipment manipulation, and formulate a complete reward and punishment system. The person in charge shall visit the sales market regularly or irregularly, know the work situation of the terminal equipment staff in real-time, and then make objective data record evaluations.

Given the information feedback, we need to pay attention to and timely communicate with the market problems presented by the terminal equipment employees, reflect its value, enhance the sense of identity and trust, appropriately reward the proposals beneficial to the development of the company, and enhance the work initiative. Supervised the retail system by the terminal equipment staff. In terminal classification, enterprises should screen according to the types of retail systems and the display value of product marketing, and allocate different resources according to different types and levels, such as people, finance, things and other project investment. Set goals and set different phone call periods for all levels. The terminal equipment staff shall formulate the access plan according to the level of terminal equipment in the area, and strictly implement the plan [15]. During timely telephone return visits, terminal equipment staff not only must do a good job in product display, advertising, inventory and other daily affairs but also need to carry out in-depth communication with the terminal equipment leader, grasp the industry dynamics, customer satisfaction and market competition.

4.2.2. Maintain the Retail System

There are two ways to maintain the retail system: one is to improve the market sales, and the other is to improve the brand image. The necessity of retail systems for any enterprise is self-evident. The 6 key steps of retail system maintenance are shown below:

First, better CRM has established good partnerships with retailers and terminal business staff to make them more willing to market the company's products. Therefore, we should establish a good relationship with them through interest, way, or emotional communication. In commodity marketing, this relationship is often referred to as CRM. Secondly, learning and training to encourage the terminal business staff should not only establish a good relationship with the terminal business staff but also understand the product and master the selling points of the new product. The salesman is the connection between the product and the consumer. If he voluntarily recommends the company's product rather than letting the customer choose it himself, the customer will be willing to accept it.

While training the basic knowledge and selling points of products, enterprises should also pay attention to shaping the personal cultivation of terminal business personnel such as etiquette, speech skills and corporate culture. In addition, the company should establish an incentive system to provide a certain proportion of commission for the terminal business with better market sales, to improve their consciousness. Finally, for small and medium-sized enterprises, advertising media is a kind of luxury

project investment, especially if the advertising effect can not meet expectations, and the blow will be more fatal. Therefore, small and medium-sized enterprises should flexibly use terminal equipment to carry out advertising. Commodity marketing includes market tensile force and market impetus. Advertising is tensile of the industry, and terminal image display marketing promotion is the driving force of the industry.

A good company will flexibly use a variety of resources of the terminal, to achieve the effective combination of market tensile force and market driving force, including mobile intelligent terminal publicity, brand image display, a variety of promotional activities, interactive activities, commodity marketing activities, etc. Finally, the vivid display refers to the way to arouse consumers' love for products by showing the image of a mobile intelligent terminal. The lifelike display should be done at least the following 6 points: convenience for customers to buy the display seat; second, the total display area is large enough; third, the consistent display specification; fourth, the display type is complete; fifth, the display sample should be intact; sixth, the display area should be clean. Fifth, in a customer-centered market economy, services are sometimes even more important than the products themselves. Good service is an effective means to enhance the value of products. Many companies will investigate customer satisfaction to improve product and service standards and improve customer satisfaction with the business. Only good products can do good enterprise services, which is impossible to change. Sixth, product and account management. The product operation of the retail system includes storage shelves indicating the management of products and the supervision of inventory products. Shelf products should keep detailed, continuously out of stock, clean, detailed identification, and standard specifications [16]. Inventory products should be stored regularly for easy search; and stored regularly. Best-selling products and seasonal commodities should be prepared in advance inventory, and unsalable and inferior products and shoddy products should be properly handled. Account management should record income and expenditure, market and sales documents classified storage, on-time authentication, etc.

5. Conclusion

Cosmetics has been developed into a relatively mature field in China. There are many businesses in this industry, and the competition is very fierce. How to survive and develop in this industry is the difficulty of every cosmetics enterprise in our country, especially the small private enterprises. Company A is A small cosmetics private enterprise. The A-share market is relatively late, the well-known brands are weak, and the market share is not high. The research direction in this paper is how to achieve a breakthrough in the fierce competition, create the core competitiveness of the enterprise in the marketing and sales channel, and pursue the perfect of these excellent competitive brands. By comparing the current situation of the whole industry and A enterprise platform, you can get the following results:

5.1. China's Men's Cosmetics Market Has a Broad Prospect

At present, the market share of men's cosmetics in the whole daily chemical industry in China is less than 5%, while the market share of capitalist countries has exceeded 30%. In recent years, the growth rate of men's cosmetics purchases has far exceeded the overall industry average. Opportunities and challenges coexist in the manufacturing technology of professional men's cosmetics companies.

5.2. Business Channels are the Foundation of Brands

The premise of brand culture construction is to establish a better way for products. Domestic and foreign strong consumer goods brands can be said that is the representative of the way of learning and training. Due to the lack of channel planning, many small and medium-sized enterprises in China

only pursue short-term profits, unable to flourish. In this paper, we deeply analyze the shortcomings of the mode of enterprise A at the present stage, refer to the overall channel layout of the field, reposition the relevant concept of commodity marketing, optimize the channel structure, and create the core competitiveness of the platform for enterprise A.

5.3. Lean Management is the Key Factor for the Success of Maintenance Methods

No matter how good the way is, if there is no good management method as a guarantee, it can only be a county flower. In the channel distribution link, the company needs to keep pace with The Times with advanced management ideas and innovative management solutions. The management concepts and methods of retailers, salesmen, retail systems and promotion strategies are described in detail. Shortly, enterprises also need to actively promote all stages of channel distribution.

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