



December 2022

Diagnosis Report

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Market overview

Eye mask category:

X.X In the four **Alibaba BXC e-commerce platforms**:

Eye mask sales revenue dropped XX% YOY YTD.
Units sold fell XX% YOY YTD
The average price increased by XX%, reaching XXX RMB - XX.XX\$

X.X In Tmall Global:

Eye mask **sales revenue increase XX%** YOY YTD (Jan-Nov. XXXX)
Units sold **grew by X%**
The **average price increased X%**, reaching XXXRMB – XX\$

Douyin

1. The latest public data provided by Douyin on the beauty market corresponds to the sales of the XXX festival last June. In the sales comparison with Tmall Domestic and Tmall we can see:
 - X.X. That the sales revenue of the Beauty category in **Douyin is almost three times greater than that of Tmall Global**.
 - X.X. That Douyin has increased its sales value in beauty category by **XXX%**.
2. Another fact to consider Douyin is that all the competitors are selling on this platform. And among them, Erno Laszlo decided to focus mainly on Douyin for selling eye patches.
3. Regarding the rest of the benchmark, none has achieved a similar figure for the sales it generates in Tmall Global.
4. It must also be considered that XXX% of the sales of the competitors in Douyin come from livestreaming, usually combining a strategy of large streamers (more than a million followers) with the broadcast in the streaming room of the brand.
5. In Douyin you can **sell products with a high average price**, although brands tend to offer a lower price than in Tmall (-XX% Erno Laszlo, -X% Axxzia, -XX% Shangpre).
6. In summary, it is difficult to achieve Tmall sales in Douyin, and for this it requires a **large investment in top influencers** and daily livestreaming in the brand's own store, **without neglecting your Tmall strategy**, because Douyin will hardly compensate for the loss of sales on Tmall (at least currently, although Douyin is growing as a social ecommerce).
7. Regarding the **buyers** of the benchmarks, the majority are **between XX and XX years old**, the audience that XXXXX should also target, **instead of betting on influencers aimed at a younger audience**, as has been done up to now.

Tmall store

1. The XXXXX store has a unified style, high overall ratings and clear promotional information.
2. XXXXX eye patches have good reviews in general, but some people say they do not notice the effect, and others complain that the price of Dissolving Microneedle is too high.
3. Customer service responds in a timely manner and keeps sending out promotional information and coupons to encourage sales, but the answer is too automatic.
4. XXXXX has a lot of exclusive benefits for members, but these benefits are not pre-promoted, they can only be known after becoming a member.
5. XXXXX continues to update its content on Weitao, but Guangguang stopped doing so in April.

Social media

1. XXXXX has official accounts on X major Chinese social networks: Weibo, WeChat and Little Red Book (Xiaohongshu).
2. Social media content and images are of high quality.
3. The frequency of posting on social media is adequate.
4. The official accounts on the different social media publish very interactive content, such as giveaways.
5. Lack of multimedia content, such as videos.
6. Social media and e-commerce platforms are not closely connected, there is no link to Tmall.
7. Although there are KOLs posting about the brand, but they do not drive traffic to the official XHS account.
8. No trending topic hashtags are used.
9. Lack of membership system and fan group.
10. Lack of communication and mutual drainage between the different channels.
- 11. The age of the influencers they cooperate with is too low and does not match the target consumers (XX-XX years old).**

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Is the market for eye masks in China falling? Yes in Tmall Domestic, no in Tmall Global

1. Situation of **beauty market** in the four **Alibaba BXC e-commerce platforms** (Tmall Domestic, Tmall Global, Taobao and Tmall supermarket):
 - Sales revenue has fallen a -XX.X% YOY YTD.
 - Units sold dropped -XX.X%,
 - Average unit price grew X.XX% (XXX RMB / XX USD)

2. **Eye mask category:**

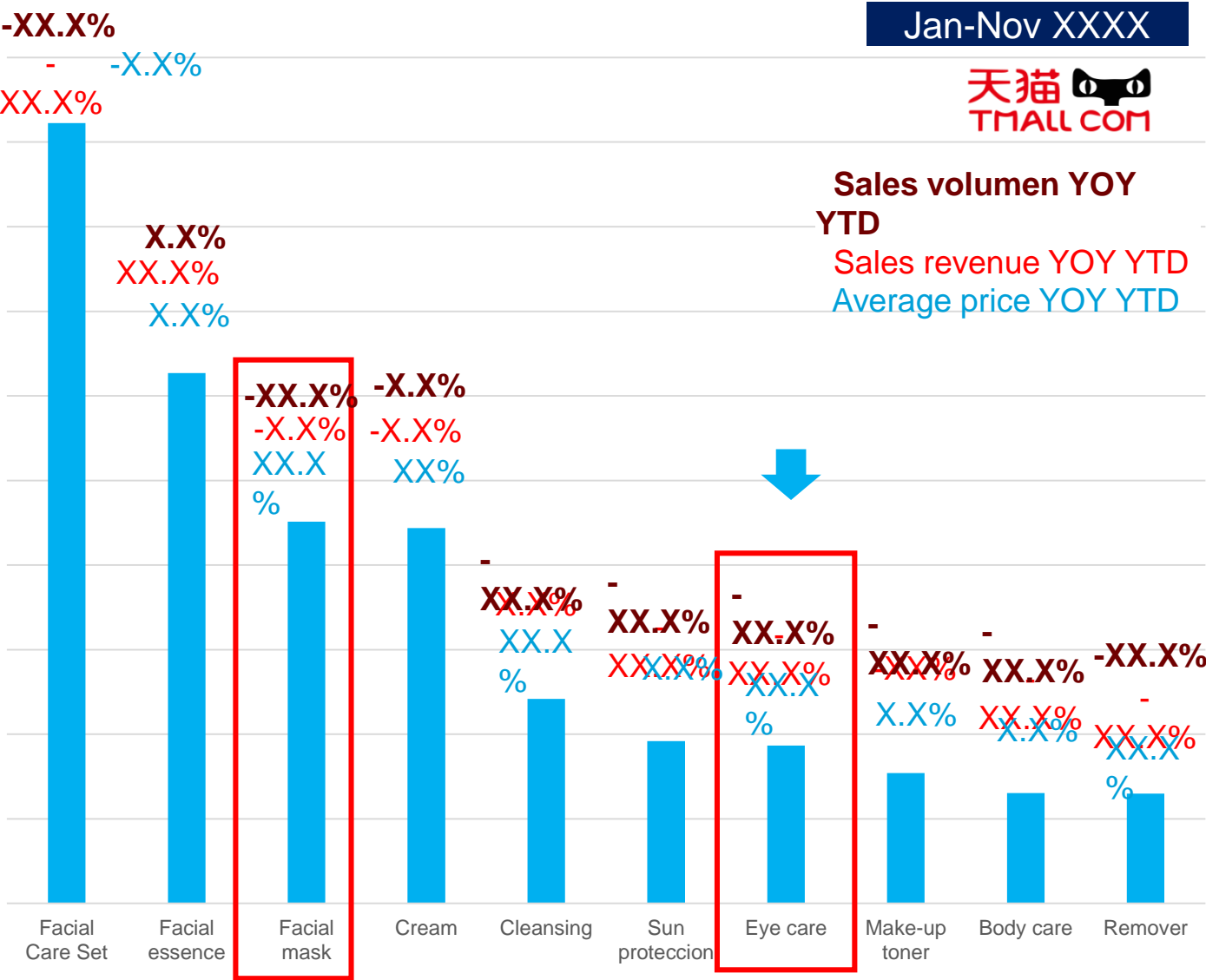
X.X In the four **Alibaba BXC e-commerce platforms**:

- Eye mask sales revenue dropped XX% YOY YTD.
- Units sold fell XX% YOY YTD
- The average price increased by XX%, reaching XXX RMB - XX.XX\$

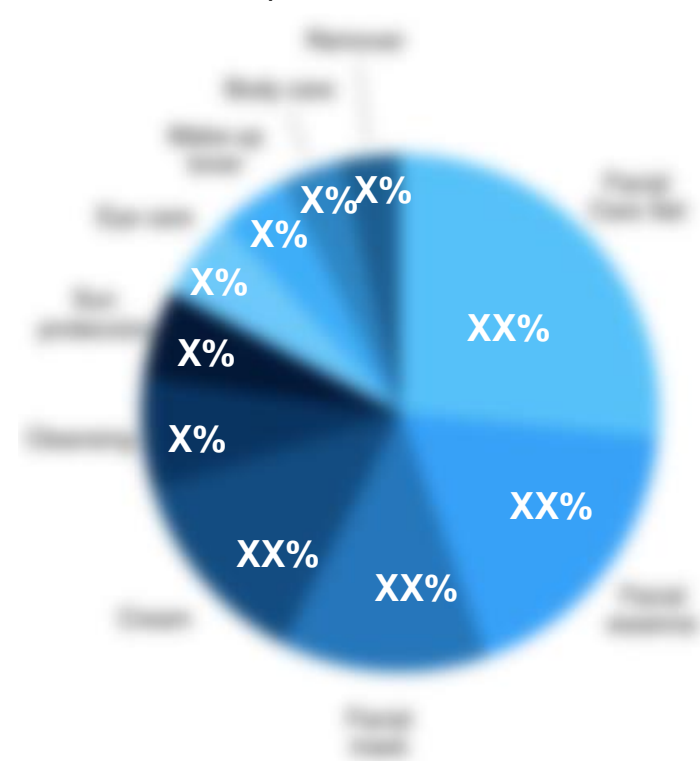
X.X In **Tmall Global**:

- Eye mask sales revenue increase XX% YOY YTD (Jan-Nov. XXXX)
- Units sold grew by X%
- The average price increased X%, reaching XXXRMB – XX\$

Tmall Domestic beauty market: except for facial essence and cleansing, the rest X beauty categories had negative sales YOY YTD

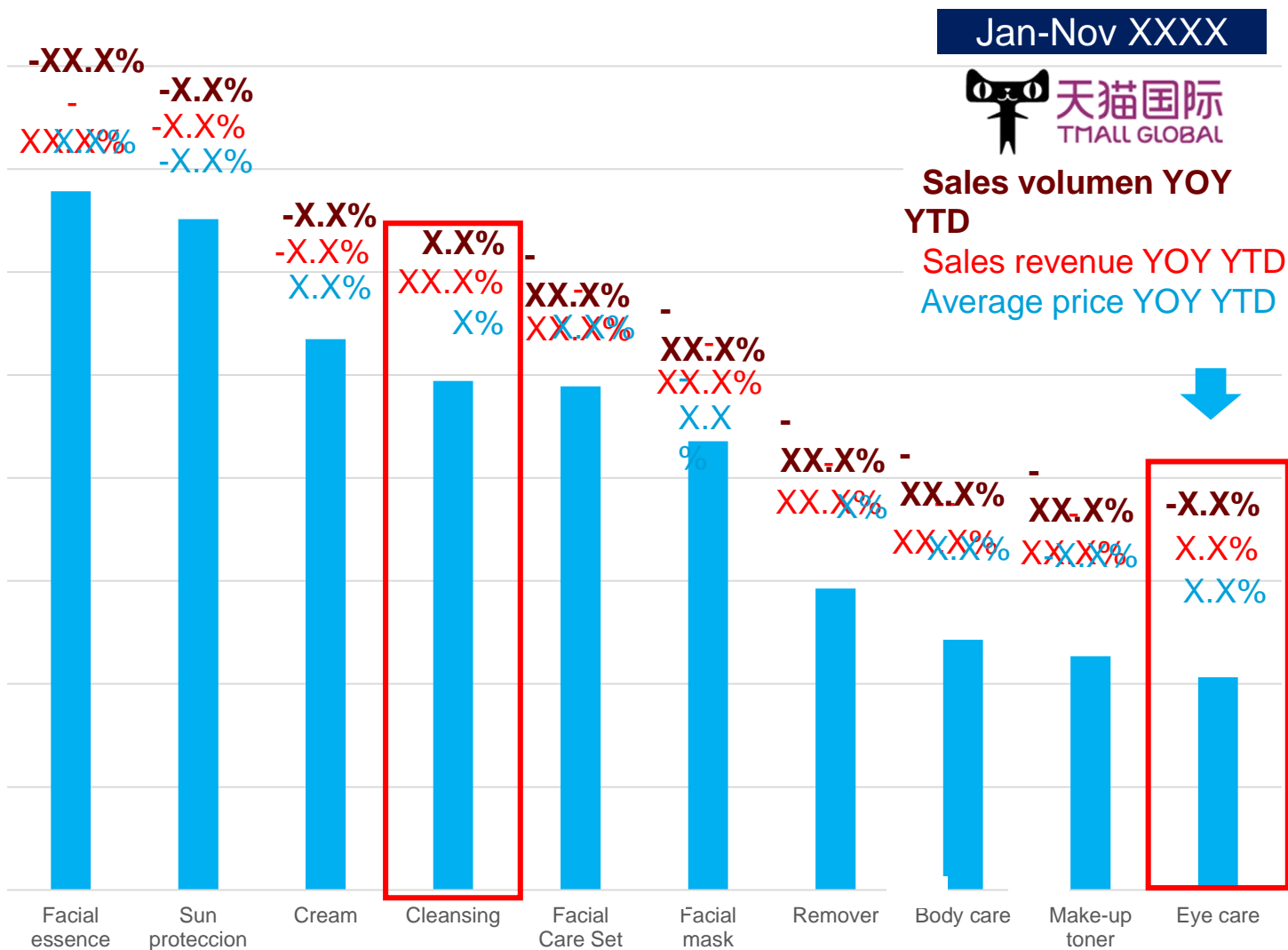


- Sales revenue YOY YTD:
 - Body Care: -XX.X%
 - Make-up toner: -XX.X%
 - Facial care set: -XX.X%
- All categories experienced a decrease in sales volume except for facial essence

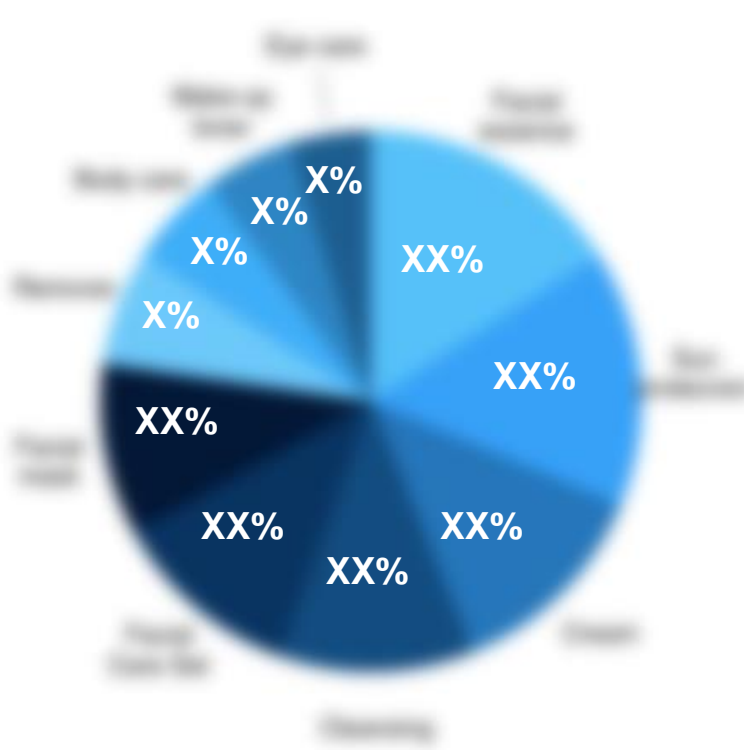


Beauty categories on Tmall Global: only cleansing and eye care posted positive revenues on Tmall Global

- Eye care sales revenue grew X.X% YOY YTD due to an X% increase in the average price

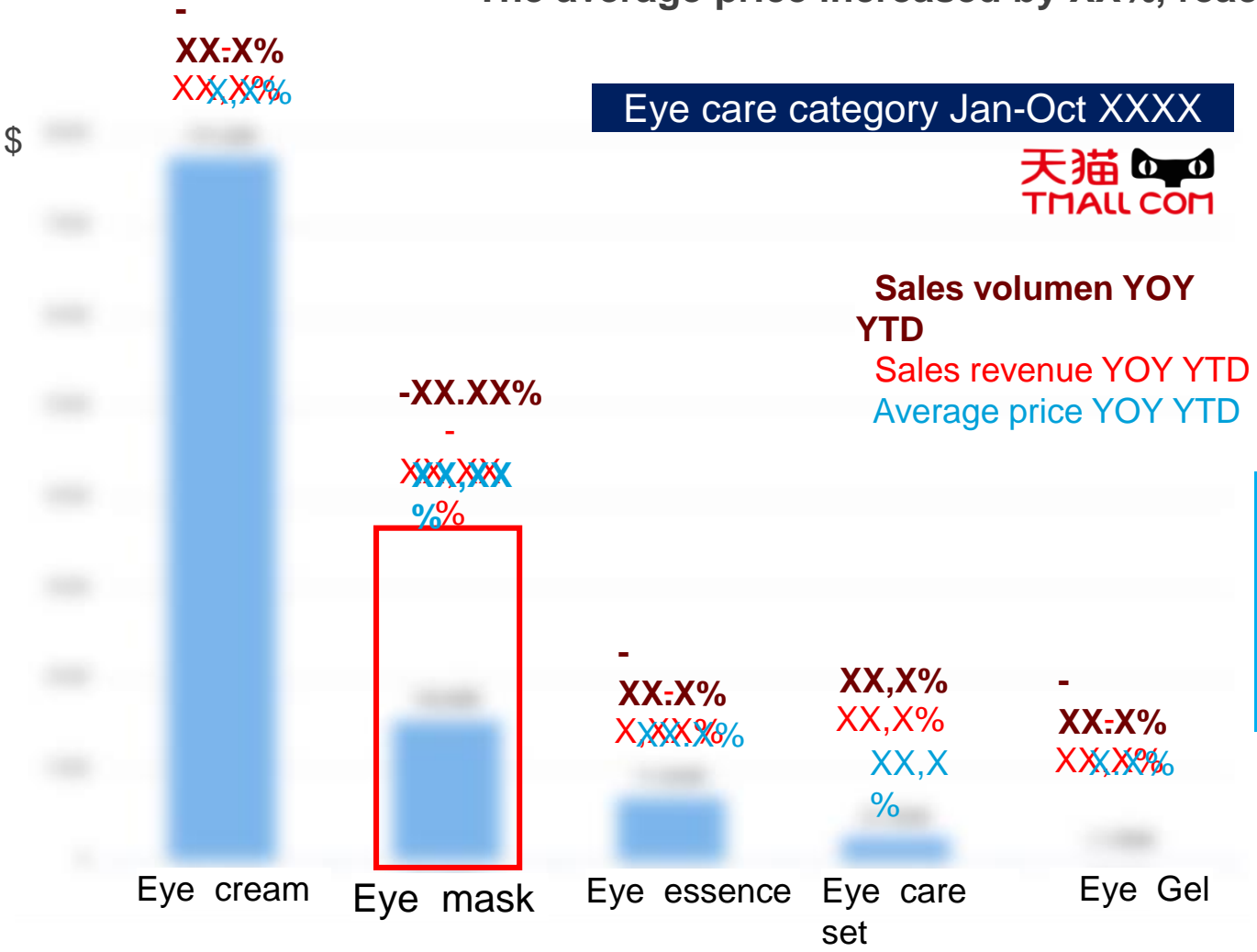


- Sales revenue YOY YTD:
 - Cleasing: XX.X%
 - Eye care: X.X%
- The rest categories experienced a decrease in sales revenue and sales volume.

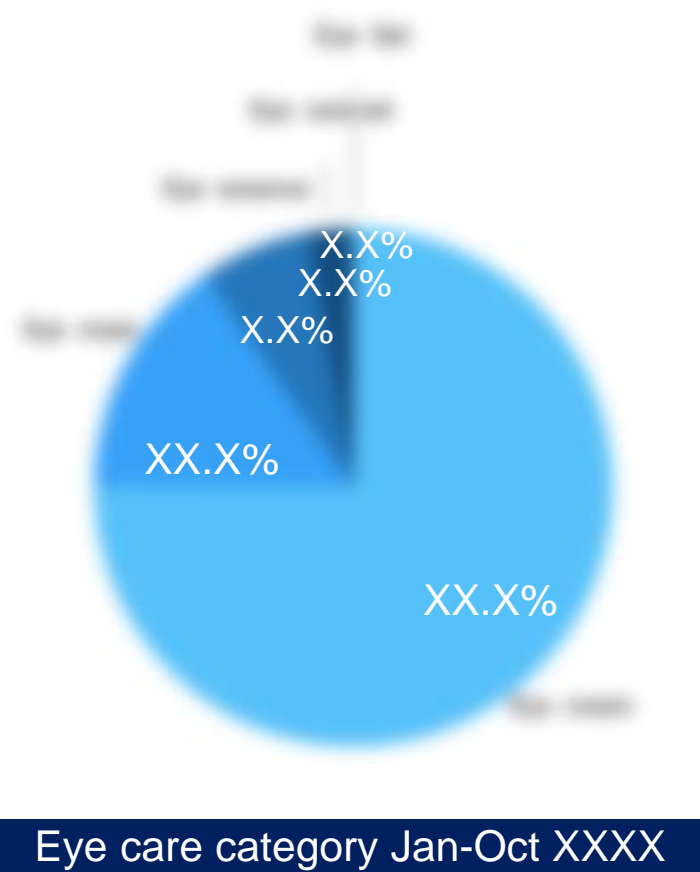


Tmall Domestic and Taobao eye mask sales volume fell XX% YOY YTD and sales revenue XX%YOY YTD

- The average price increased by XX%, reaching XXX RMB - XX.XX\$

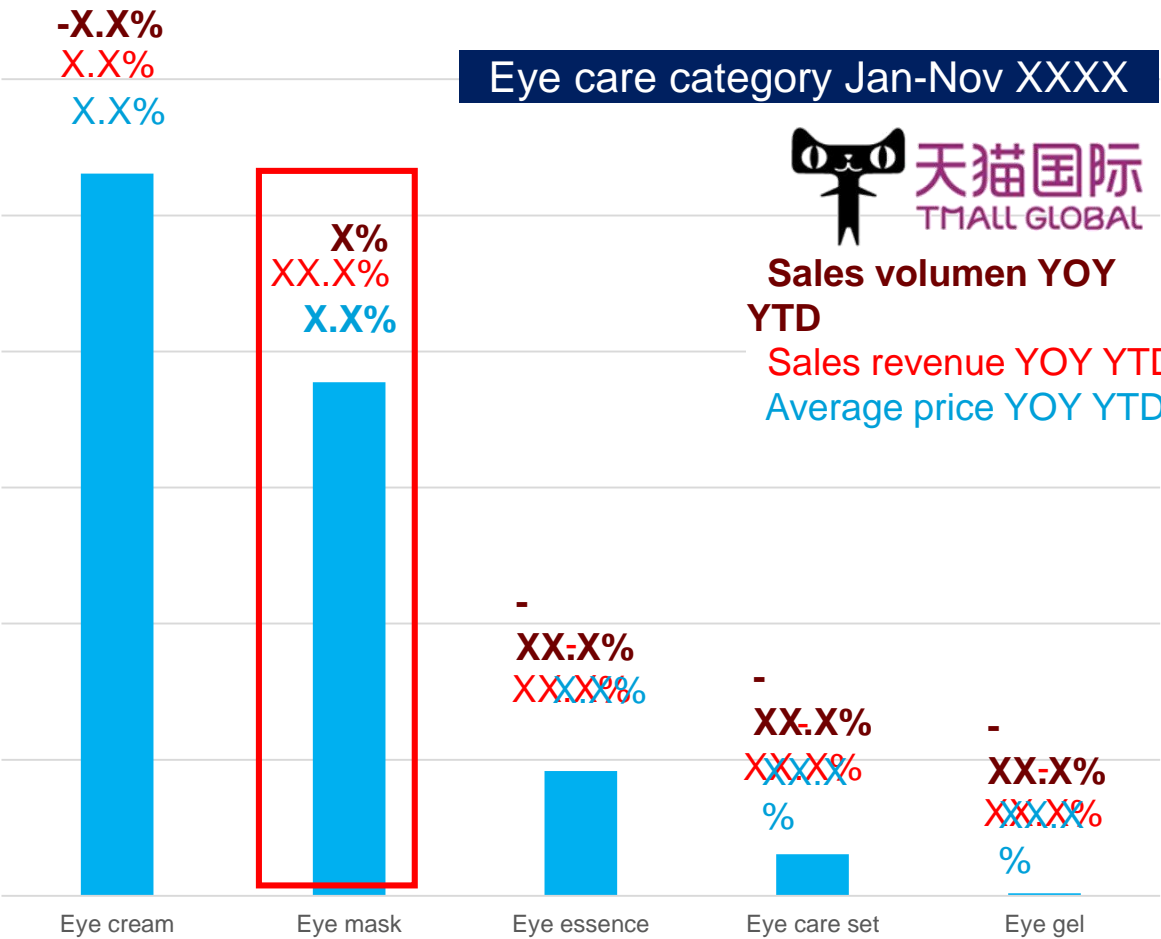


In most eye care subcategories sales revenue fell YOY YTD, despite generally rising prices

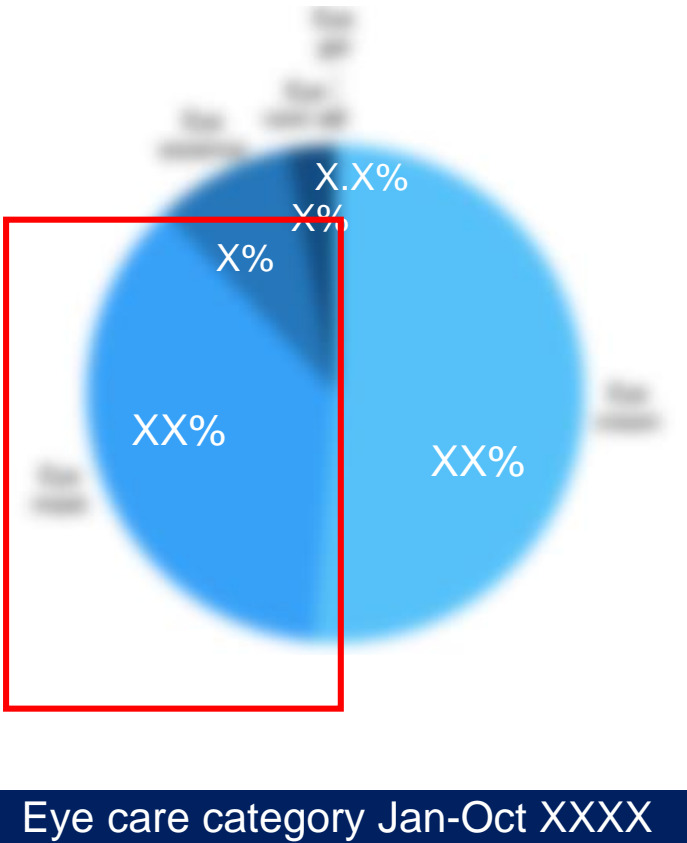


Tmall Global: Eye mask sales volume on Alibaba retail e-commerce platforms increase X% sales volumen YOY YTD and sales revenue XX% YOY YTD

- The average price increased by X.X%, reaching XXX RMB - XX.XX\$

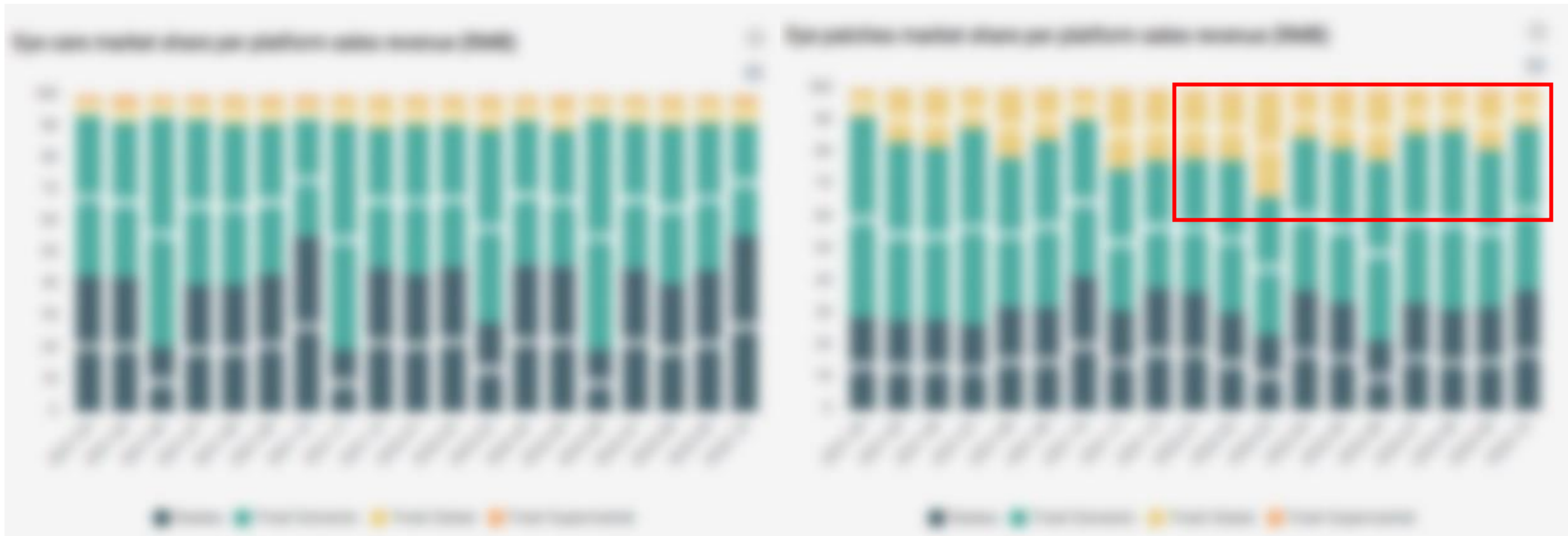


Eye cream and eye mask's sales revenue increased YOY YTD



Tmall Global (where the XXXXX store is located) has increased its eye mask market share by X points in the last year

- Despite the drop in sales of eye marks on Tmall Domestic, this platform still generates sales revenue **X.X times** higher than Tmall Global.



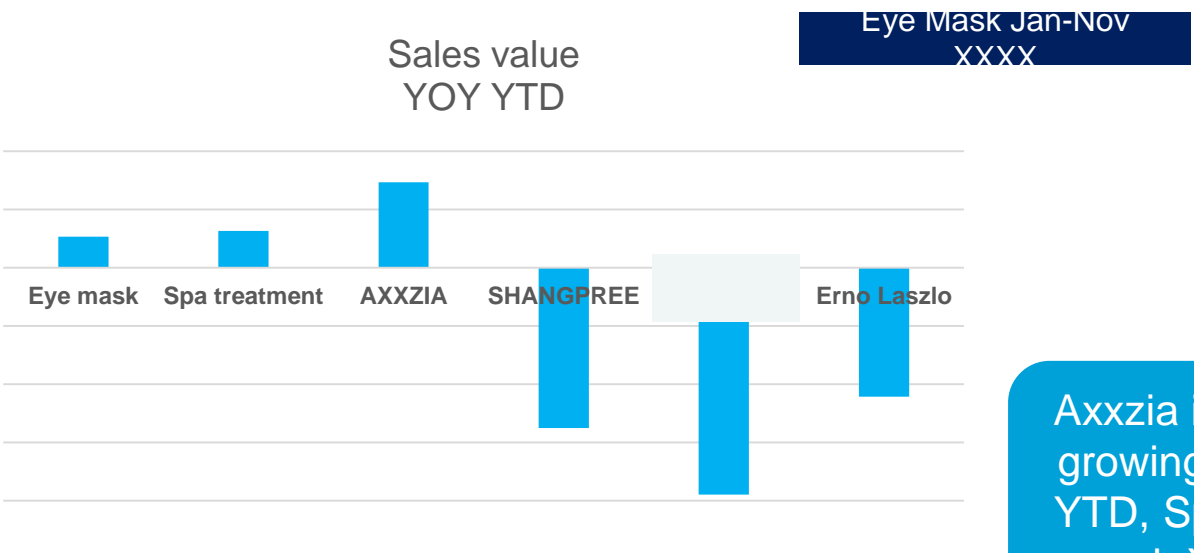
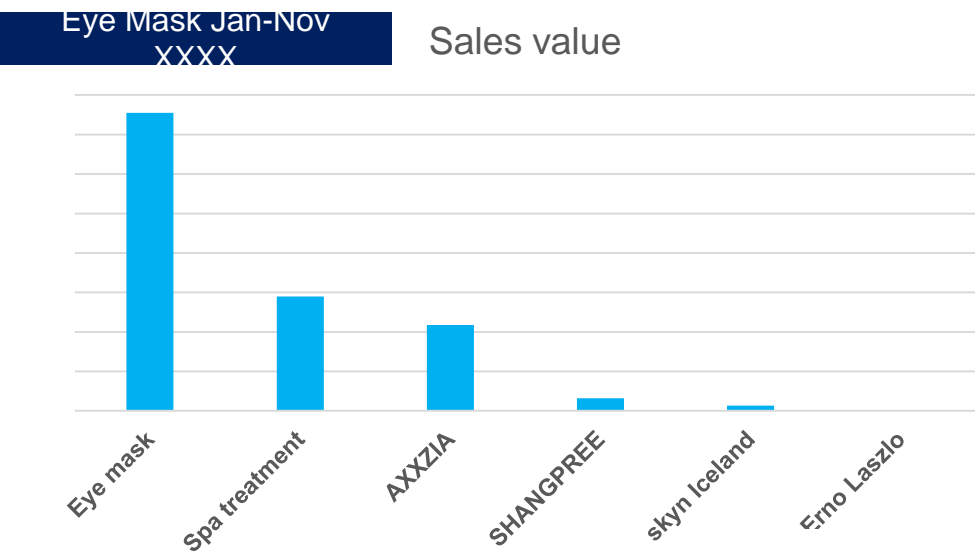
Asian brands dominate the first positions in eye mask category on Tmall, XXXXX ranks Xth by sales revenue, XXth by sold units



XXXXXX benchmark overview (Jan-Nov XXXX)

					
Tmall Global rank/ (market share)	X (XX.X%)	X (XX.X%)	X (X.X%)	X (X.X%)	XX (X.X%)
Positioning	Japanese skin care brand famous for its eye patches	Wealthy Japanese ladies eye care, skin care brand	A Daily Spa Treatment Perfected by Estheticians' Herbal Blend	Imported from the United States, focusing on eye care, feeling the pure freedom from XXXXX	Fashionable luxury skin care brand from New York
% eye mask sales	XX%	XX%	XX%	XX%	X%
Eye mask revenue	¥XXX,XXX,XXX / \$XX,XXX,XXX	¥XX,XXX,XXX/ \$XX,XXX,XXX	¥XX,XXX,XXX/ \$X,XXX,XXX	¥X,XXX,XXX / \$XXX,XXX	¥XXX,XXX / \$XX,XXX
Eye mask units	XXX,XXX	XXX,XXX	XXX,XXX	X,XXX	X,XXX
Hero product	HAS Snake venom Aging Care Eye Mask	Essence Sheet Premium	Phyto Essence Sunscreen	Hydro Cool Firming Eye Gels	Ice White Mask
Eye Mask Hero:	HAS Aging Snake venom Care Eye Mask	Essence Sheet Premium	Gingseng Berry eye mask	Hydro Cool Firming Eye Gels	Multi-Task Serum Eye Mask
Average price Eye Mask Hero Product:	¥XXX / \$XX (XX pairs)	¥XXX / \$XX (XX pairs)	¥XXX / \$XX (XX pairs)	¥XXX / \$XXX (XX pairs)	¥XXX / \$XX (X pairs)
Price per pair Eye Mask Hero Product:	¥X / \$X.X	¥XX / \$X.X	¥X / \$X.X	¥XX / \$X.X	¥XX / \$X.X

Tmall Global: XXXXX's sales value drop -XX%



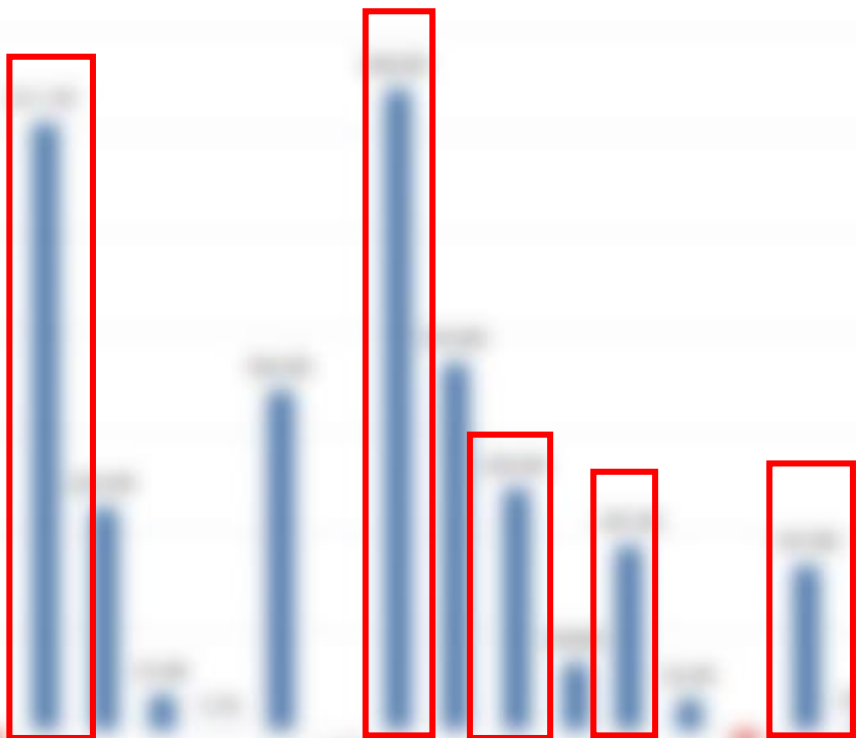
Axxzia is the fastest growing brand YOY YTD, Spa treatment rank Xst in sales

Erno Laszlo has also a big drop, but we will see that it has focused on Douyin, where the brand has offset the drop in Tmall

Eye Mask Jan-Nov XXXX										
RANK	BRAND	Sales Value (\$)	Sales Value	Sales Volume	AVERAGE PRICE (\$)	AVERAGE PRICE	SALES VALUE YOY YTD	SALES VOLUME YOY YTD	AVERAGE PRICE YOY YTD	MARKET SHARE
	Eye mask CATEGORY	\$XX,XXX,XX X	¥XXX,XXX,X XX	XXX,XXX	\$XX	¥XXX	XX.XX%	X.XX%	X.XX%	XX.XX%
X	Spa treatment	\$XX,XXX,XX X	¥XXX,XXX,X XX	XXX,XXX	\$XX	¥XXX	XX.XX%	X.XX%	XX.XX%	XX.XX%
X	Axxzia	\$XX,XXX,XX X	¥XX,XXX,XX X	XXX,XXX	\$XX	¥XXX	XX.XX%	XX.XX%	XX.XX%	XX.XX%
X	Shangpree	\$X,XXX,XXX	¥XX,XXX,XX X	XXX,XXX	\$XX	¥XX	-XX.XX%	-XX.XX%	-XX.XX%	X.XX%
X	XXXXX	\$XXX,XXX	¥X,XXX,XXX	X,XXX	\$XX	¥XXX	-XX.XX%	-XX.XX%	-XX.XX%	X.XX%
XX	Erno Laszlo	\$XX,XXX	¥XXX,XXX	X,XXX	\$XX	¥XXX	-XX.XX%	-XX.XX%	-XX.XX%	X.XX%

The increase in sales of Axxzia in Tmall Global corresponds to Austin Li's livestreaming during big Chinese festival promotion

Using top KOL is still a valid strategy on Tmall to boost sales



Austin Li fee for refence*:
XXX-XXXk RMB (\$XXK-\$XXK) fixed fee + XX% sales commission

The date when Li Jiaqi sold Axxzia eye patches in livestreaming:

- XX/XX/XXXX
- XX/XX/XXXX
- XX/XX/XXXX
- XX/XX/XXXX
- XX/XX/XXXX
- XX/XX/XXXX

Axxzia's sales surged XXX% because of Li Jiaqi's livestreaming on XX/XX/XXXX, and every increase in sales was related to Li Jiaqi's livestreaming, which all during the big festival promotion

*The fee depend on the streaming date and the negotiation of each brand with the KOL. Source: China News Weekly

The price of XXXXX's Dissolving Microneedle Eye Patches eye patch is much higher than other competitors that position themselves as luxury brands (Axxzia or Erno Laszlo)

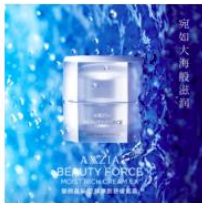
- Hydro Cool Firming Eye Gels XXXXX is also above the price of Axxzia or Erno Laszlo products, although considering the cost per pair it is more in the market price

Brand	Product Name	Specification	Price (¥)	Price (\$)	Price/pair (¥)	Price/pair (\$)
XXXXX	Hydro Cool Firming Eye Gels	XX pair	XXX	XXX	XX XX	X XX
	Dissolving Microneedle Eye Patches	X pair	XXX	XXX	XXX.XX	XX.XX
Axxzia	Essence Sheet	XX pair	XXX	XX	XX	X.XX
	Essence Sheet Premium	XX pair	XXX	XX	XX	X.XX
Erno Laszlo	Multi-Task Serum Eye Mask	X pair	XXX	XX	XX	X.XX
Shangpre	Marine Energy/Ginseng Berry Eye Mask	XX pair	XXX	XX	X	X.XX
Spa Treatment	HAS/UMB/NMN Sheet	XX pair	XXX	XX	X	X.XX



XXXXX's Face-Lift in-a-Bag is expensive compared with benchmark. Creams are cheaper, and serum is in the middle

Brand	Product Name	Specification	Price (¥)	Price (\$)	Price/unit (¥)	Price/unit (\$)
Serum						
XXXXX	Solutions for Stressed Skin-Arctic Elixir	XX ml	XXX	XX	XX.XX	X.XX
Erno Laszlo	VTM micro-essence	XXX ml	XXX	XXX	X.XX	X.XX
Estee Lauder	Advanced night repair	XX ml	XXX	XXX	XX.XX	X.XX
Cream						
XXXXX	Oxygen Infusion Night Cream	XX g	XXX	XX	X.XX	X.XX
Axxzia	Beauty force cream ex	XX g	X,XXX	XXX	XX.XX	X.XX
Estee Lauder	Revitalizing supreme+	XXml	XXX	XXX	XX.XX	X.XX
Mask						
XXXXX	Face-Lift in-a-Bag	X pieces	XXX	XX	XXX.XX	XX.XX
Axxzia	Airy Face Mask	XX pieces	X,XXX	XX	XX.XX	X.XX



XXXXXX sells a total of X items in Tmall Global flagship store, including patches for eyes and face, serum for eyes and face, lotions and night cream

Tmall Global flagship store (X years in Tmall)
Description: X.X Service: X.X Logistics: X.X

Hero product

Product: **Hydro Cool Firming Eye Gels**
Function: **Dilute dark circles and fine lines, moisturize eye area**

Product: **Dissolving Microneedle Eye Patches**
Function: **Anti-wrinkle, remove bags under the eyes.**

Product: **Face-Lift in-a-Bag**
Function: **Firms the whole face, anti-wrinkle.**

Product: **Brightening Eye Serum**
Function: **Dilute dark circles and fine lines, moisturize eye area**

Product: **ANTIDOTE Cooling Daily Lotion**
Function: **Moisturizing, acne removing, soothing**

Product: **Oxygen Infusion Night Cream**
Function: **Anti-wrinkle, moisturizing, firming skin, lightening fine lines**

Product: **Oxygen Infusion Night Essence**
Function: **Moisturizing, firming skin, lightening fine lines**

In the past XX months, XXXXX’s flagship top-XX best-selling products are all eye patch products, the top-X are the products with the lowest unit price

Product	Specification	Price(¥)	Price(\$)	Sales revenue(¥)	Sales revenue(\$)	Sold units	Price(¥) /pair	Price(\$)/pair
Hydro Cool Firming Eye Gels	XX pair	XXX.XX	XXX	X,XXX,XXX	XXX,XXX	X,XXX	XX	X
Dissolving Microneedle Eye Patches	X pair	XXX.XX	XXX	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XX
Dissolving Microneedle Eye Patches(Cherie recommend)	X pair	XXX.XX	XX	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XX
Hydro Cool Firming Eye Gels	XX pair	XXX.XX	XX	XXX,XXX	XXX,XXX	X,XXX	XX	X
Hydro Cool Firming Eye Gels	XX pair	XXX.XX	XX	XXX,XXX	XXX,XXX	X,XXX	XX	X
Hydro Cool Firming Eye Gels	X pair	XXX.XX	XX	XXX,XXX	XX,XXX	X,XXX	XX	X
Hydro Cool Firming Eye Gels	XX pair	XXX.XX	XX	XXX,XXX	XX,XXX	X,XXX	XX	X
Hydro Cool Firming Eye Gels	XX pair	XXX.XX	XX	XXX,XXX	XX,XXX	XXX	XX	X
Dissolving Microneedle Eye Patches	XX pair	XXXX.XX	XXX	XXX,XXX	XX,XXX	XXX	XXX	XX
Hydro Cool Firming Eye Gels	XX pair	XXX.XX	XX	XXX,XXX	XX,XXX	XXX	XX	X

SpaTreatment is a Japanese skin care brand famous for its eye patches and also sells cream. It is cheaper than XXXXX



SpaTreatment 海外旗舰店

天猫国际官方认证

描述 服务 物流

4.8 ↑ 4.8 ↑ 4.8 ↑

Tmall Global flagship (X years in Tmall)

Description: X.X Service: X.X Logistics: X.X

Hero product



¥309.00

Product: HAS Aging Care Eye Mask
Function: Dilute dark circles, tightening
Total sales: XX,XXX

Top X



¥309.00

Product: UMB Eye Mask
Function: Moisturizing
Total sales: XX,XXX

Top X



¥509.00

Product: NMH Blue Snake Venom Eye Mask
Function: Lifting and firming
Total sales: X,XXX

Eye patch products accounted for XX% of total sales

The top-selling product of Spa Treatment in the past XX months is not from the flagship store, and the top XX products are all eye mask

	Product	Specificati on	Price(¥)	Price(\$)	Sales revenue(¥)	Sales revenue(\$)	Sold units	Price(¥) /unit	Price(\$) /unit	
	HAS Snake venom eye patch	XX units XXXml	XXX	XX	XXXXXXXXX	X,XXX,XXX	XX,XXX	X	X.X	
	Firming and anti-wrinkle Japanese snake venom eye mask	XX/XX units	XXX	XX	XXXXXXXXX	X,XXX,XXX	XX,XXX	X	X.X	
	Nicotinamide anti-aging snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	X,XXX,XXX	XX,XXX	XX	X.X	
	UMB snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	X,XXX,XXX	XX,XXX	X	X.X	
	UMB white snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	XXX,XXX	XX,XXX	X	X.X	
	Snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	XXX,XXX	XX,XXX	X	X.X	
	Snake venom red eye mask	XX units	XXX	XX	XXXXXXXXX	XXX,XXX	XX,XXX	X	X.X	
	HAS anti-wrinkle snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	XXX,XXX	XX,XXX	XX	X.X	
	Snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	XXX,XXX	XX,XXX	X	X.X	
	Japan cherry blossom red snake venom eye mask	XX units	XXX	XX	XXXXXXXXX	XXX,XXX	XX,XXX	X	X.X	

Axxzia is a beauty and skin care brand for rich ladies in Japan, and eye masks are its top products. The unit price is slightly lower than XXXXX

天猫国际
TMALL.HK

AXXZIA化妆品海外旗舰店

描述 服务 物流
4.8 ↑ 4.9 ↑ 4.9 ↑

Tmall Global flagship store
(X years in Tmall)

Description: X.X Service: X.X Logistics:

天猫美妆
MELT.MALL.COM

AXXZIA化妆品旗舰店

描述 服务 物流
4.8 ↑ 4.8 ↑ 4.8 ↑

Tmall flagship store

Description: X.X Service: X.X

Logistics: X.X

Hero product



¥598.00

Product:

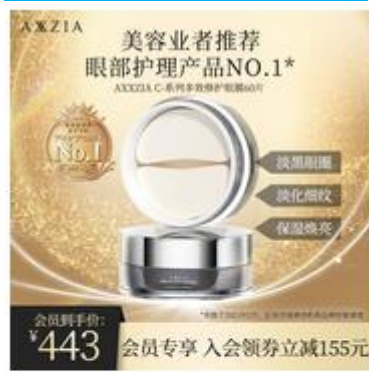
Essence Sheet Premium

Function:

Flat eye lines, tightening around the eyes, XD full wrap

Total sales: XX,XXX

X X Top X



¥538.00

Product:

Essence Sheet

Function:

Repair from stay up late, dilute dark circles, reduce puffy eyes

Total sales: XX,XXX

Eye patch products accounted for XX% of total sales

Top X



¥330.00

Product:

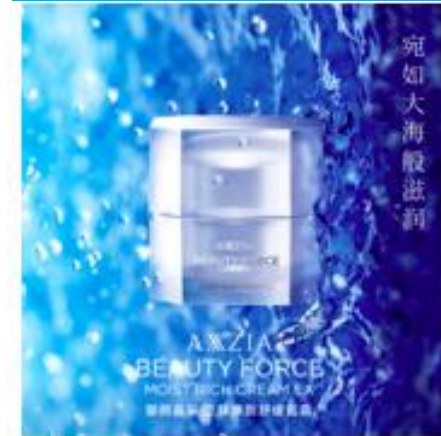
Airy face mask

Function:

Shrink pores, tighten, moisturize and repair, brighten skin tone

Total sales: X,XXX

Top XX



¥958.00

Product:

Beauty Force Cream

Function:

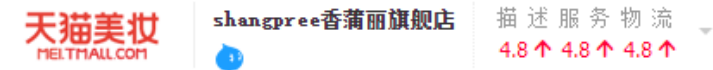
Smoothing, rejuvenating and high moisturizing

Axxzia eye patch accounted for the top XX best-selling products in the past XX months, and the XXth is Airy face mask, the price of eye patch is similar to Hydro Cool Firming Eye Gels

	Product	Specification	Price(¥)	Price(\$)	Sales revenue(¥)	Sales revenue(\$)	Sold units	Price(¥)/pair	Price(\$)/pair
	Multi-effect repair eye mask	XX pairs	XXX	XX	XX,XXX,XXX	X,XXX,XXX	XX,XXX	XX	X.X
	XD anti-sugar eye mask	XX units	XXX	XX	XX,XXX,XXX	X,XXX,XXX	XX,XXX	XX	X.X
	Multi-effect repair eye mask	XX pairs	XXX	XX	X,XXX,XXX	X,XXX,XXX	XX,XXX	XX	X.X
	Royal eye mask	XX units	XXX	XXX	X,XXX,XXX	X,XXX,XXX	X,XXX	XX	X
	Multi-effect repair eye mask	XX pairs	XXX	XX	X,XXX,XXX	XXX,XXX	XX,XXX	XX	X
	Multi-effect repairing eye mask	XX units	XXX	XX	X,XXX,XXX	XXX,XXX	XX,XXX	XX	X.X
	Multi-effect repairing eye mask	XX pairs	XXX	XX	X,XXX,XXX	XXX,XXX	XX,XXX	XX	X.X
	XD anti-sugar eye mask	XX units	XXX	XX	X,XXX,XXX	XXX,XXX	X,XXX	XX	X.X
	Yuling XD anti-sugar eye mask	XX units	XXX	XX	X,XXX,XXX	XXX,XXX	X,XXX	XX	X.X
	Multi-effect repair eye mask	XX pairs	XXX	XX	X,XXX,XXX	XXX,XXX	X,XXX	X	X.X



Shangpree is a Korean brand that sells two kinds of eye patches with different functions at a low price, but sales are good



Tmall flagship store (X years in Tmall)

Description: X.X Service: X.X

Logistics: X.X

Hero product



¥159.00

官方正品香蒲丽防晒霜面部高倍隔离紫外线油皮清爽不油腻学生军训
总销量: 40万+

Product:
Phyto Essence
Function:
Uv Sunscreen, UVA and UVB protection
Total sales: XX,XXX



Tmall global flagship store(X years in Tmall)

Description: X.X

Service: X.X

Logistics: X.X

Eye patch products accounted for XX% of total sales

Top X



¥139.00

Product:
Gingseng Berry eye mask
Function:
Fading dry lines and tightening the eye area
Total sales: XX,XXX

Top X



¥139.00

Product:
Marine energy eye mask (seaweed)
Function:
Lightening dark circles, deeply moisturizing
Total sales: XX,XXX

Shangpree's top XX sales on Tmall Global in the past XX months are all eye mask products



Product	Specification	Price(¥)	Price(\$)	Sales revenue(¥)	Sales revenue(\$)	Sold units	Price(¥)/unit	Price(\$)/unit
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XX	XX	X,XXX,XXX	X,XXX,XXX	XXXXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XXX	XX	X,XXX,XXX	XXX,XXX	XXXXXX	X	X.X
Marine Energy	XX pieces	XXX	XX	XXX,XXX	XXX,XXX	XXXX	X	X.X
Ginseng Berry Eye Mask	XX pieces	XX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XXX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X
Marine Energy/Ginseng Berry Eye Mask	XX pieces	XXX	XX	XXX,XXX	XX,XXX	XXXX	X	X.X



Erno Laszlo is a fashionable luxury skin care brand from New York, the price of face cream is higher than XXXXX

天猫美妆

ernolaszlo奥伦纳素旗舰店

描述 服务 物流

4.8 ↑ 4.9 ↑ 4.9 ↑

天猫国际

ErnoLaszlo海外旗舰店

描述 服务 物流

4.8 ↑ 4.8 ↑ 4.9 ↑

Tmall flagship store

(X years in Tmall)

Description: X.X

Service: X.X

Logistics: X.X

Hero product



¥1500.00

奥伦纳素冰白面膜自调涂抹补水保湿提亮肌肤软膜官方旗舰店正品
总销量: 6万+

Tmall global flagship store

(X years in Tmall)

Description: X.X

Service: X.X

Logistics: X.X

Eye patch products accounted for X% of total sales

Product: Ice White Mask

Function: Brightening, whitening, tightening, moisturizing, smoothing skin

Total sales: XX,XXX

Top X



¥310.00

奥伦纳素明眸紧致精华眼膜舒缓淡化黑眼圈细纹6
总销量: 1万+

Product: Multi-task Serum Eye Mask

Function: Brighten eyes, tighten, soothe and dilute dark circles and fine lines

Total sales: XX,XXX

Top X



¥1050.00

奥伦纳素活力润泽豆腐霜保湿哑光补水维稳面霜
总销量: 3万+

Product: Phelityl Night Cream

Function: Moisturizing and hydrating, maintaining stability

Total sales: XX,XXX

Erno Laszlo’s top XX products sold on Tmall Global in the past XX months are all eye masks, each pair is between \$X-XX

Product	Specification	Price(¥)	Price(\$)	Sales revenue(¥)	Sales revenue(\$)	Sold units	Price(¥)/unit	Price(\$)/unit
Multi-Task Serum Eye Mask	XX pairs	XXX	XXX	XXX,XXX	XX,XXX	XXX	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	XXX,XXX	XX,XXX	XXX	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	XXX,XXX	XX,XXX	XXX	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	XX,XXX	X,XXX	XXX	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	X,XXX	X,XXX	XX	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	X,XXX	XXX	XX	XX	XX
Multi-Task Serum Eye Mask	X pairs	XXX	XX	X,XXX	XXX	XX	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	X,XXX	XXX	X	XX	X
Multi-Task Serum Eye Mask	X pairs	XXX	XX	XXX	XXX	X	XX	X
Multi-Task Serum Eye Mask Set	Xpairs + XXml	XXX	XX	XXX	XXX	X	XX	X



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Tmall e-commerce overview
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Social ecommerce: Douyin
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Tmall store
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Social media overview
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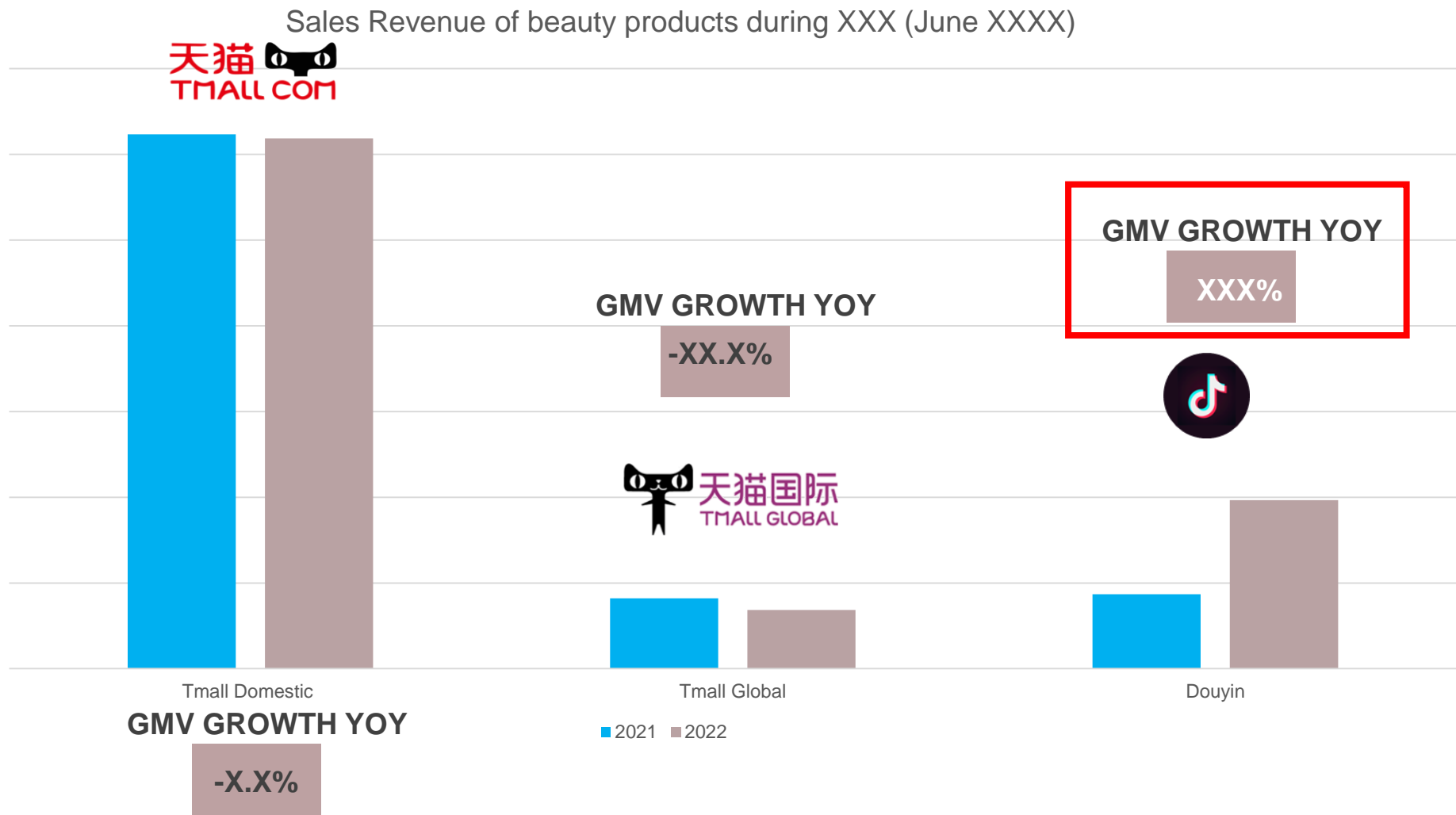
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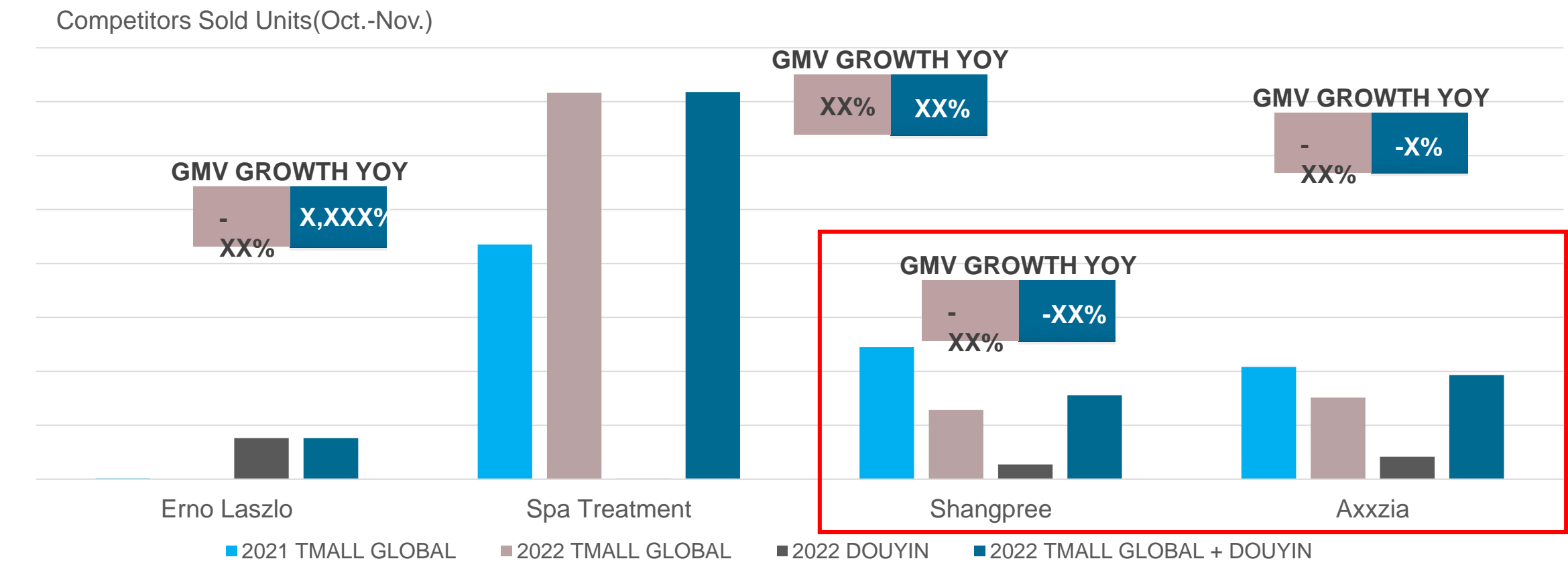
Tmall sales of beauty products are three times that of Douyin, and Douyin's are three times that of Tmall Global in June XXXX



*The latest public data provided by Douyin on the beauty market corresponds to the sales of the XXX festival, June XXXX

Benchmark eye mask sold units in Douyin are also far from their sales in Tmall Global

- Shangpre and Axxzia have been unable to offset the decline in sales at Tmall Global with their sales at Douyin
- The exception is Erno Laszlo because it sold very few masks in Tmall Global and it has focused on Douyin



*Spa Treatment only did one live streaming session in November

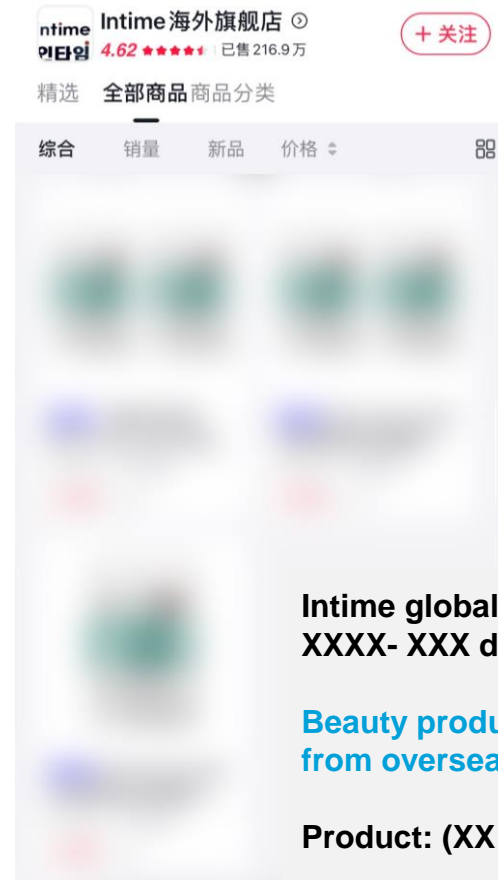


XXXXX does not have an official account or flagship shop on Douyin.
There are two overseas beauty product collection shops selling eye patches products

XXXXX does not have an official flagship shop on Douyin

But there are two other shops that sell XXXXX products:

Hydro Cool Firming Eye Gels, Dissolving Microneedle Eye Patches and Face-Lift in-a-Bag

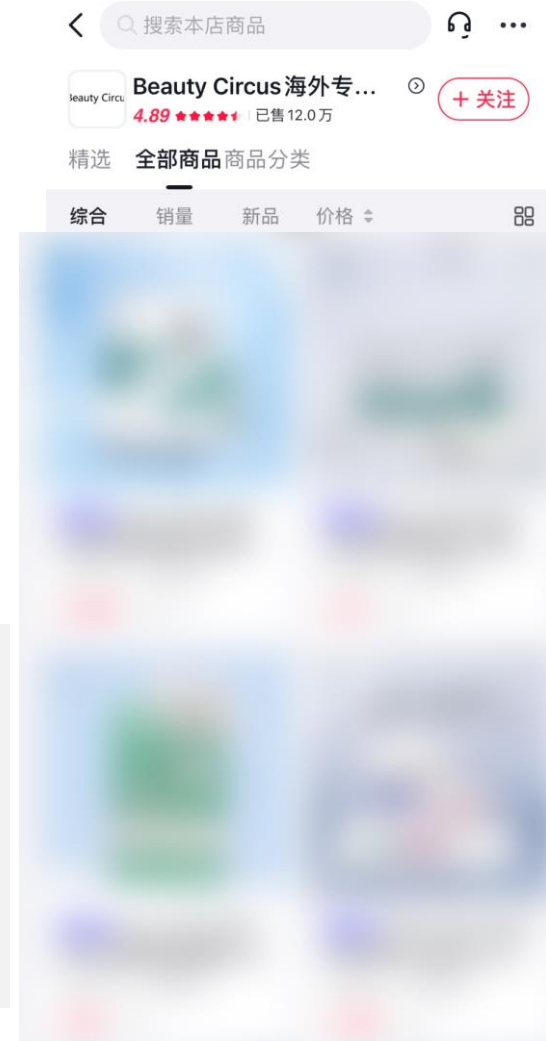


Intime global flagship (June XXXX XXXX- XXX days)

Beauty products of different brands from overseas countries

Product: (XX units sold in total)

1. Hydro Cool Firming Eye Gels



Beauty circus global flagship (Jan XXXX-XXX days opened)

Beauty products of different brands from overseas countries

Product: (XXX units sold in total)

1. Hydro Cool Firming Eye Gels
2. Microneedle Eye Patches
3. Face-Lift in-a-Bag



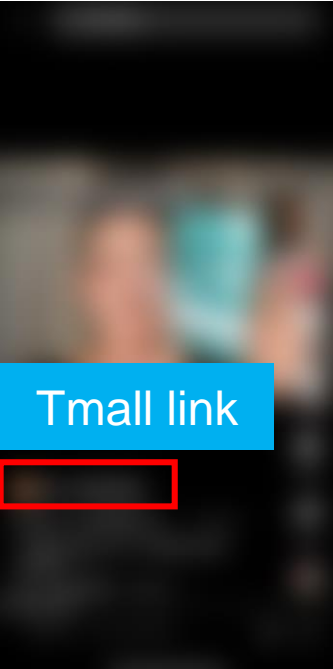
Intime and Beauty circus stores mainly sell XXXXX products. Hydro Cool firming Eye Gels is the hero product

	Product	Pairs	Price(¥)	Price(\$)	Price/pair(¥)	Price/pair(\$)	Sold units	Sales revenue(¥)	Sales revenue(\$)
Intime store (X year)	Hydro Cool Firming Eye Gels	XX	XXX	XX	XX	X	XX	X,XXX	XXX
Beauty Circus store (X,X year)	Hydro Cool Firming Eye Gels	X	XXX	XX	XX	X	XXX	XXX,XXX	XX,XXX
	Hydro Cool Firming Eye Gels	X	XX	X	XX	X	XX	XXX	XXX
	Dissolving Microneedle Eye Patches	X	XX	XX	XX	XX	X	XXX	XXX
	Face-Lift in-a-Bag	X	XXX	XX	XX	XX	X	X,XXX	XXX
	Hydro Cool Firming Eye Gels+ Dissolving Microneedle Eye Patches	XX	XXX	XXX	XX	XX	X	X,XXX	XXX
	Hydro Cool Firming Eye Gels	XX	XXX	XX	XX	X	X	XXX	XX
	Dissolving Microneedle Eye Patches+ cleansing clothes	X	XXX	XX	XXX	XX	X	XXX	XX
	Dissolving Microneedle Eye Patches	X	XXX	XX	XXX	XX	X	XXX	XX
	Beauty Circus storeTotal	-	-	-			XXX	XXX,XXX	XX,XXX
Total	-	-	-	-			XXX	XXX,XXX	XX,XXX

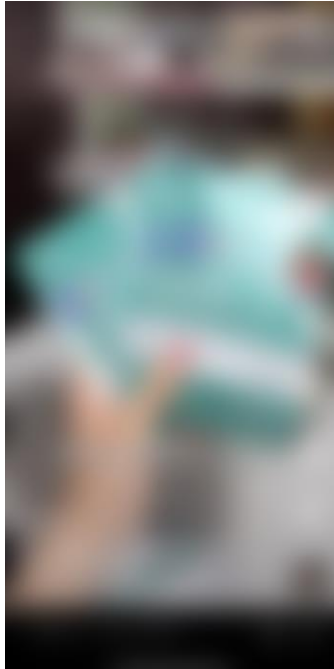


In XXXX, XXXXX cooperated with mostly small-medium beauty influence on Douyin to mainly promote Dissolving Microneedle Eye Patches. Only one influencer has attached a Tmall link

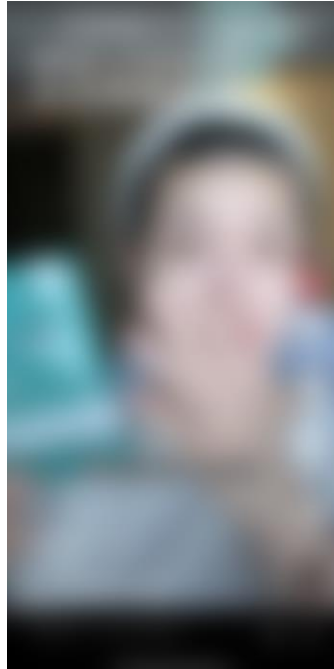
Tmall link



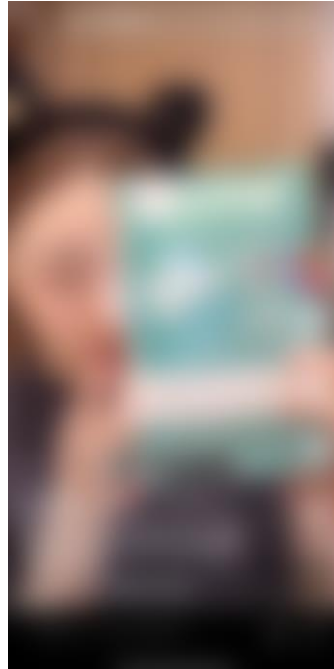
Influencer:
Jimi
Followers: **X,XXM**
Area: beauty
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement:
XX,XXX



Influencer: Mao
Xiaoxiao
Followers: **XXXk**
Area: beauty
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement: X,XXX



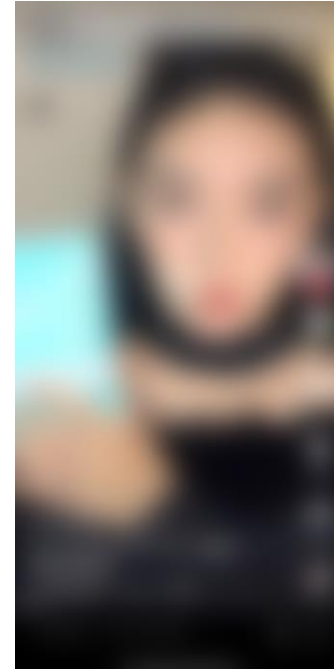
Influencer:
Xiaoxingxing
Followers: **XXXk**
Area: beauty
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement: X,XXX



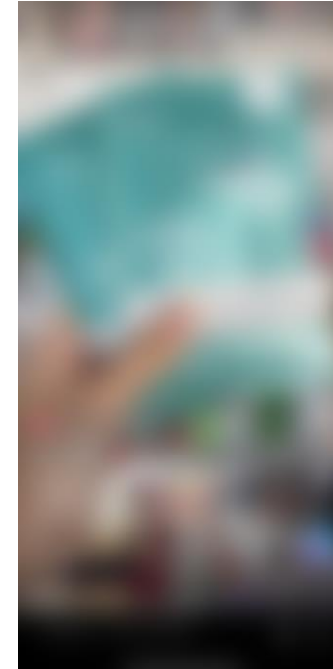
Influencer:
Kongxiaoyin
Followers: **XXXk**
Area: beauty
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement:
XX,XXX



Influencer:
Xiaoguaizhang
Followers: **XXk**
Area: skincare
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement: X,XXX



Influencer:
Xiaoxiaoxiaozhao
Followers: **XXXk**
Area: beauty
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement: X,XXX



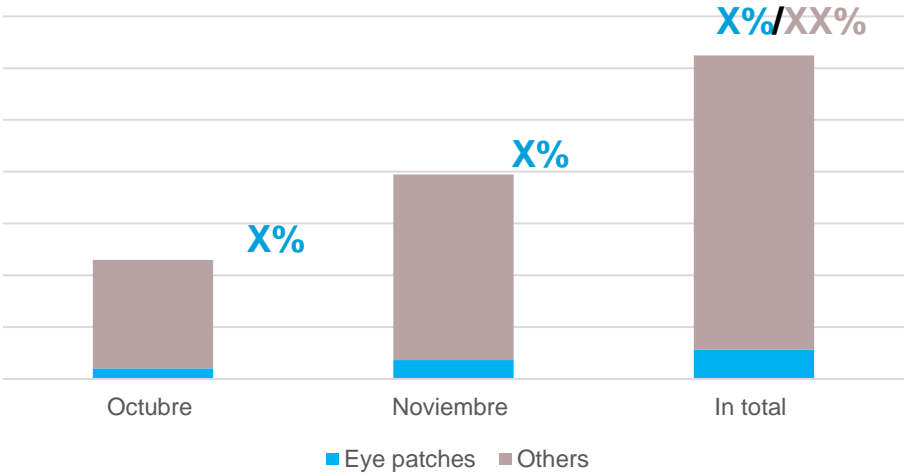
Influencer:
Chibudaorou
Followers: **XXXk**
Area: beauty
Product: **Dissolving
Microneedle Eye
Patches**
Date: XX/XX/XX
Engagement:
XX,XXX



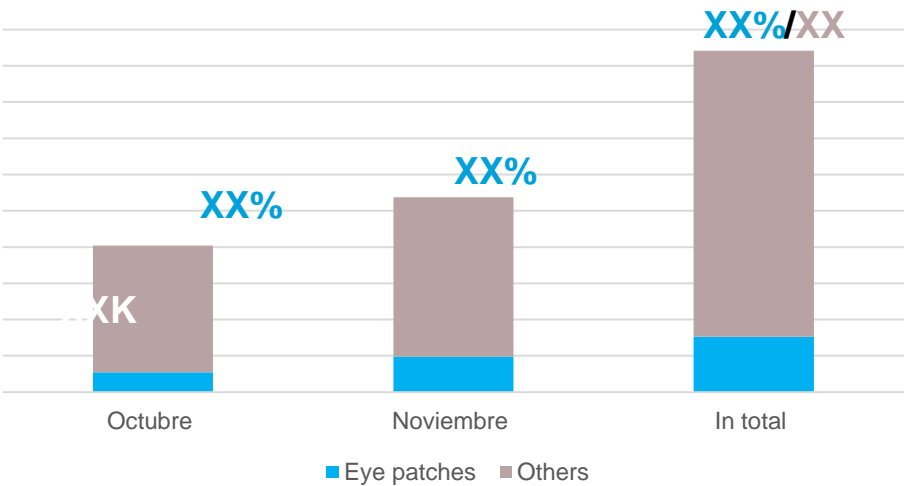
Erno Laszlo sold a total of \$XXM on Douyin in the past two months, of which eye masks accounted for X%, and the number one sales was its ice white mask

Erno Lazlo Douyin store:
X year XX months

Erno Laszlo Sales Revenue



Erno Laszlo Sold Units



The growth of eye masks during Double XX more than doubled that of October, ranking second

October					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
Ice White Mask (XX days*X)	XX,XXX,XXX	X,XXX,XXX	X,XXX	X,XXX	XXX
Brightening Essence Honey	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XX
Bright Eyes Firming Youth Multi-effect Essence Eye Mask	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XXX
Vitality Moisturizing Night Cream Star Cream	XXX,XXX	X,XXX	XXX	XXX	XXX

November					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
Ice White Mask (XX days*X)	XX,XXX,XXX	X,XXX,XXX	XX,XXX	X,XXX	XXX
Bright Eyes Firming Youth Multi-effect Essence Eye Mask	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XX
Xiaomei Box	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XX



Erno Laszlo has two accounts of its own for live streaming, one of which ranks first among all streamers. Most of its streamers are over XM followers

Name of streamer	Followers	No. live	Sales revenue(¥)	Sales revenue(\$)	Sold units	Products
Erno Laszlo	XXX,XXX	XX (XXh/day)	XX,XXX,XXX	X,XXX,XXX	X,XXX	XX
柏公子	X,XXX,XXX	XX	X,XXX,XXX	X,XXX,XXX	X,XXX	X
王小骞亲子说	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
Erno Laszlo flagship	XX,XXX	XX (Xh/day)	X,XXX,XXX	XXX,XXX	X,XXX	XX
王红权星	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
金爱罗夫妇	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
千惠	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
潮爸刘教授	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	XX
刘芳形体仪态导师	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	XXX	X
阳六X	XXX,XXX	X	X,XXX,XXX	XXX,XXX	XXX	X
Estimated investment in streamers (band stores livestreaming not included)				X,XXX,XXX	INVESTMENT	ROI
				XXX,XXX		XXX%
Total estimated investment				X,XXX,XXX	XXX,XXX	XXX%



Influencer: 柏公子 (Baigongzi)
• Beauty
• Followers: X,XXM



Influencer: 王小骞 亲子说 (Wang Xiaoqian qinzishuo)
• Host
• mother and child
• Followers: X.XM



Influencer: 千惠 (Qianhui)
• Actress
• Followers: X,XM

TOP X LIVESTREAMING IN OCTOBER			
Streamer	Date	Sales	Sold units
柏公子	XX/X/XX	X,XXX,XX	
		X	X,XXX
王小骞亲子说	XX/XX/XX	X,XXX,XX	
		X	X,XXX
千惠	XX/XX/XX	X,XXX,XX	
		X	X,XXX

Streamer also used by another benchmark, Shangpre



During Double XX, Erno Laszlo’s own livestreaming sales still ranked first and continue betting on top influencers

Name of streamer	Followers	No. live	Sales revenue(¥)	Sales revenue(\$)	Sold units	Products
Erno Laszlo	XXX,XXX	XX (XXh/day)	XX,XXX,XXX	X,XXX,XXX	X,XXX	XX
千惠	X,XXX,XXX	X	XX,XXX,XXX	X,XXX,XXX	X,XXX	X
马帅归来	X,XXX,XXX	X	XX,XXX,XXX	X,XXX,XXX	XX,XXX	XX
金爱罗夫妇	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
王红权星	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
Erno Laszlo flagship	XX,XXX	XX (Xh/day)	X,XXX,XXX	XXX,XXX	X,XXX	XX
柏公子	X,XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
大狼狗郑建鹏&言真夫妇 (fun videos couple)	XX,XXX,XXX	X	X,XXX,XXX	XXX,XXX	XXX	X
贾乃亮 (actor)	XX,XXX,XXX	X	X,XXX,XXX	XXX,XXX	XXX	X
阳六X	XXX,XXX	X	X,XXX,XXX	XXX,XXX	XXX	X
Estimated investment in streamers (brand stores livestreaming not included)				X,XXX,XXX	INVESTMENT	ROI
				X,XXX,XXX		XXX%
Total estimated investment				X,XXX,XXX	X,XXX,XXX	XXX%



Influencer: **马帅归来**
Mashuai guilai
 • Fashion
 Followers: X.XM
 (Erno Laszlo exclusive)



Influencer: **千惠**
(Qianhui)
 • Actress
 • Followers: X,XM

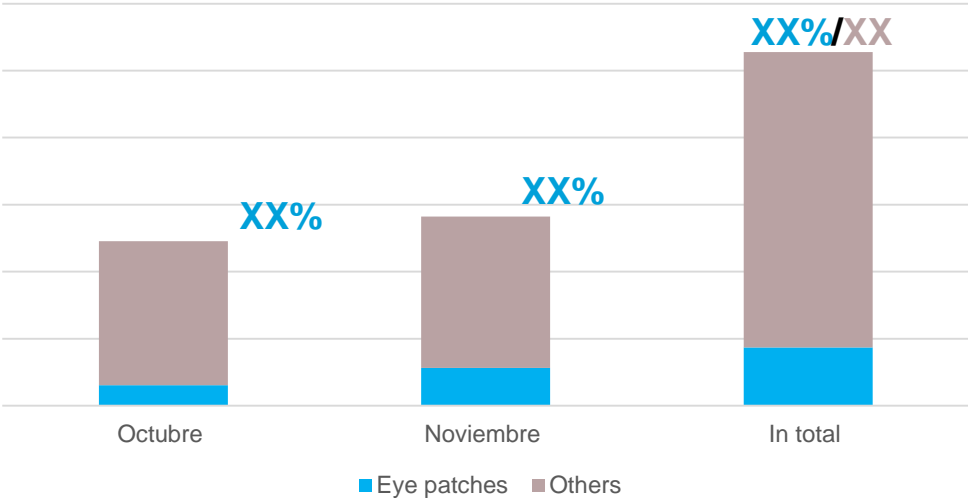
TOP X LIVESTREAMING IN NOVEMBER			
Streamer	Date	Sales	Sold units
马帅归来	XX/XX/XX	XX,XXX,XXX	XX,XXX
千惠	XX/X/XX	X,XXX,XXX	X,XXX
千惠	XX/X/XX	X,XXX,XXX	X,XXX

■ Streamer also used by another benchmark, Shangpre

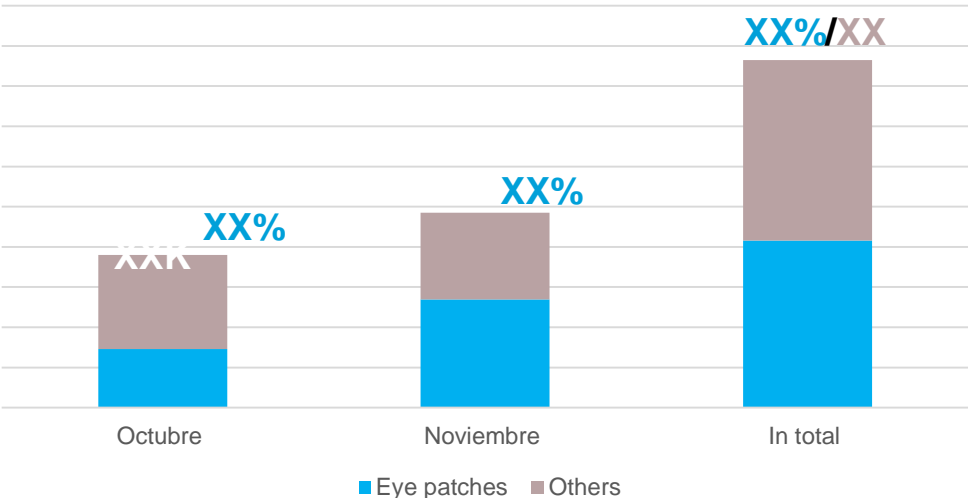


Axxzia has two main products on Douyin, whitening drink and eye patches. In the past X months, it has sold a total of \$XM, of which eye patches accounted for XX% of sales and XX% of sold units

Axxzia Sales Revenue



Axxzia Sold Units



During Double Eleven, the sold units of eye patches exceeded that of whitening drinks, but due to the low unit price, the sales revenue was still behind.

October					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
AG DRINK Xth	X,XXX,XXX	X,XXX,XXX	X,XXX	X,XXX	XXX
Beauty Eyes Essence Patches	XXX,XXX	XXX,XXX	X,XXX	XXX	XX

Axxzia Global store: X.X year

November					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
AG DRINK Xth	X,XXX,XXX	X,XXX,XXX	X,XXX	X,XXX	XXX
Beauty Eyes Essence Patches	X,XXX,XXX	XXX,XXX	X,XXX	XXX	XX

Axxzia Flagship: X year



In October, two streamers ranked first and second for Axxzia's livestreaming sales, and Axxzia own live accounts ranked third and forth

Name of streamer	Followers	No. livestreamin	Sales revenue (¥)	Sales revenue (\$)	Sold units	Products
老赵和KiKi	X,XXX,XXX	XX	X,XXX,XXX	XXX,XXX	X,XXX	X
欢姐 XXXX	XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
AXXZIA global flagship	XX,XXX (Xh/day)	XX	X,XXX,XXX	XXX,XXX	XXX	XX
AXXZIA flagship	XX,XXX (Xh/day)	XX	X,XXX,XXX	XXX,XXX	XXX	XX
希娜XX-XX约	X,XXX,XXX	X	XXX,XXX	XX,XXX	XXX	X
胡兵	X,XXX,XXX	X	XXX,XXX	XX,XXX	XX	X
主持人郭晓敏	X,XXX,XXX	X	XXX,XXX	XX,XXX	XXX	X
是你的冰冰吖	XXX,XXX	XX	XXX,XXX	XX,XXX	XX	X
演员王妍之	XXX,XXX	XX	XX,XXX	XX,XXX	XX	X
潘潘姐姐	XXX,XXX	XX	XX,XXX	XX,XXX	XXX	X
Estimated investment in streamers (brand stores livestreaming not included)				X,XXX,XXX	INVESTMENT	ROI
				XXX,XXX		XXX%
Total estimated investment				X,XXX,XXX	XXX,XXX	XXX%



Influencer:老赵和KiKi laozhao he Kiki
• Skincare
• Couple vlog
Followers: XM



Influencer:欢姐 XXXX Huanjie
• Vlog
• Followers: XXXK

TOP X LIVESTREAMING IN OCTOBER			
Streamer	Date	Sales	Sold units
老赵和KiKi?	XX/XX/XX	X,XXX,XX	
		X	XXX
欢姐 XXXX	XX/XX/XX	X,XXX,XX	
		X	XXX
老赵和KiKi?	XX/XX/XX	XXX,XXX	XXX



During Double XX, almost all streamers sales increased, and Axxzia used the same streamer as Erno Laszlo: Qianhui, ranking forth

Name of streamer	Followers	No. livestreamin	Sales revenue (¥)	Sales revenue (\$)	Sold units	Products
老赵和KiKi?	X,XXX,XXX	XX	X,XXX,XXX	XXX,XXX	X,XXX	XX
AXXZIA global flagship	XX,XXX (Xh/day)	XX	X,XXX,XXX	XXX,XXX	X,XXX	XX
欢姐 XXXX	XXX,XXX	X	X,XXX,XXX	XXX,XXX	X,XXX	X
千惠	X,XXX,XXX	X	XXX,XXX	XXX,XXX	XXX	X
希娜?XX-XX约?	X,XXX,XXX	X	XXX,XXX	XXX,XXX	XXX	X
AXXZIA flagship	XX,XXX (Xh/day)	XX	XXX,XXX	XX,XXX	XXX	XX
Maggie杨斯淇	XXX,XXX	X	XXX,XXX	XX,XXX	XXX	X
胡兵	X,XXX,XXX	X	XXX,XXX	XX,XXX	XXX	X
王囡囡	X,XXX,XXX	X	XXX,XXX	XX,XXX	XX	X
扬扬麻麻?	X,XXX,XXX	XX	XXX,XXX	XX,XXX	XX	X
Estimated investment in streamers (brand stores livestreaming not included):			X,XXX,XXX	INVESTMENT	ROI	
			XXX,XXX		XXX%	
Total estimated investment: XXX%			X,XXX,XXX	XXX,XXX	XXX%	



Influencer:老赵和KiKi laozhao he Kiki

- Skincare
- Couple vlog

Followers: XM



Influencer:千惠 (Qianhui)

- Actress
- Followers: X, XM

TOP X LIVESTREAMING IN NOVEMBER			
Streamer	Date	Sales	Sold units
老赵和KiKi?	XX/XX/XX	X,XXX,XX	XXX
		X	
老赵和KiKi?	XX/XX/XX	X,XXX,XX	XXX
		X	
千惠	XX/XX/XX	XXX,XXX	XXX

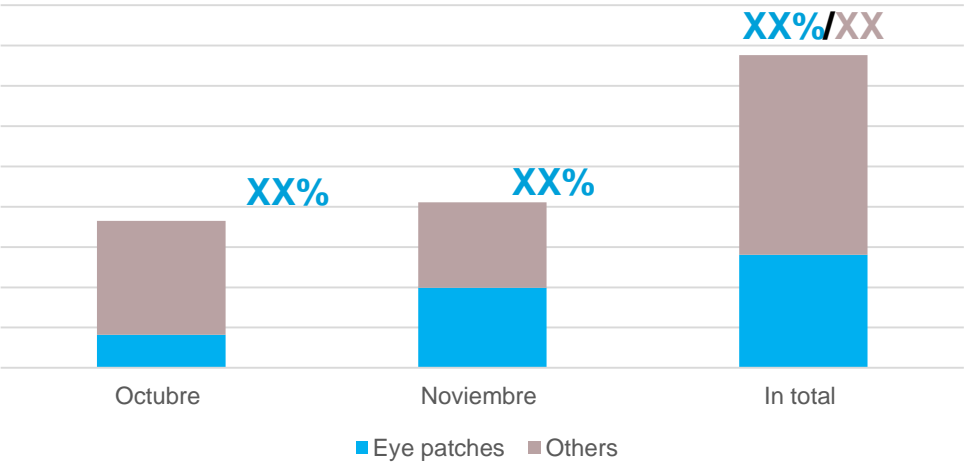
Streamer also used by another benchmark, Erno Laszlo



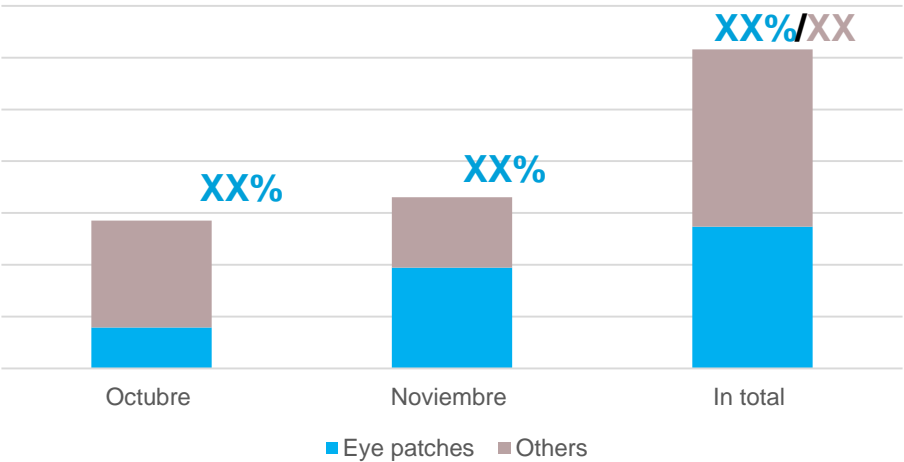
In the past three months, Shangpree sold more than \$XXXXK on Douyin, of which eye mask products accounted for XX%, it's the most sold single product

Shangpree Douyin store:
X year XX months

Shangpree Sales Revenue



Shangpree Sold Units



Eye mask is the hero product for Shangpree both October and November

October					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
Ginseng berry eye mask	XXX,XXX	XX,XXX	X,XXX	XXX	XX
Facial mask	XXX,XXX	XX,XXX	X,XXX	XXX	XX
UV Sunscreen	XX,XXX	X,XXX	XXX	XX	XX
Marine energy eye mask	XX,XXX	X,XXX	XXX	XXX	XX

November					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
Ginseng berry eye mask&Marine energy eye mask	XXX,XXX	XX,XXX	X,XXX	XXX	XX
Facial mask	XXX,XXX	XX,XXX	X,XXX	XXX	XX
UV Sunscreen	XX,XXX	X,XXX	XXX	XXX	XX



Shangpree has two stores on Douyin, among which the flagship store ranked first in sales in October

Name of streamer	Followers	No. livestreamin	Sales revenue (¥)	Sales revenue (\$)	Sold units	Products
SHANGPREE flagship	XX,XXX	XX (Xh/day)	XXX,XXX	XX,XXX	X,XXX	XX
静静哈尼的日常	XXX,XXX	X	XX,XXX	XX,XXX	XXX	X
金爱罗夫妇	X,XXX,XXX	X	XX,XXX	X,XXX	XXX	X
远嫁韩国的半月	XXX,XXX	XX	XX,XXX	X,XXX	XXX	X
李玲玉	X,XXX,XXX	XX	XX,XXX	X,XXX	XXX	X
菩小提	XXX,XXX	X	XX,XXX	X,XXX	XXX	X
SHANGPREE cosmetics	X,XXX	XX (Xh/day)	XX,XXX	X,XXX	XXX	XX
杨喵喵	XX,XXX	XX	XX,XXX	X,XXX	XXX	X
夕儿在韩国美妆店	XX,XXX	XX	XX,XXX	X,XXX	XXX	X
安静在韩国	XXX,XXX	XX	XX,XXX	X,XXX	XXX	X
Estimated investment in streamers (brand stores livestreaming not included)				XX,XXX	INVESTMENT	ROI
				XX,XXX	XX,XXX	XX%
Total estimated investment:				XX,XXX	XX,XXX	XXX%



Influencer: 静静哈尼的日常
Quiet Hani's daily life
• Skincare
• Beauty
Followers: XXXK



Influencer: 金爱罗夫妇
Jinhaluo couple
• Chinese-Korean couple
• Vlog
Followers: X,XXXK



Influencer: 菩小提
Puxiaoti
• Skincare
Followers: XXXK


TOP X LIVESTREAMING IN OCTOBER

Streamer	Date	Sales	Sold units
静静哈尼的日常	XX/XX/XX	XX,XXX	XXX
金爱罗夫妇	XX/XX/XX	XX,XXX	XXX
菩小提	XX/XX/XX	XX,XXX	XXX



During Double XX, the sales volume of Chinese and Korean couples through four livestreaming is second only to the flagship store


Name of streamer	Followers	No. livestreamin	Sales revenue (¥)	Sales revenue (\$)	Sold units	Products
SHANGPREE flagship	XX,XXX	XX	XXX,XXX	XX,XXX	X,XXX	XX
金爱罗夫妇	X,XXX,XXX	X	XXX,XXX	XX,XXX	X,XXX	X
静静哈尼的日常	XXX,XXX	X	XX,XXX	XX,XXX	XXX	X
菩小提	XXX,XXX	X	XX,XXX	X,XXX	XXX	X
不聪明和大眼妹	X,XXX,XXX	X	XX,XXX	X,XXX	XXX	X
SHANGPREE cosmetics	X,XXX	XX	XX,XXX	X,XXX	XXX	XX
杨喵喵	XX,XXX	XX	XX,XXX	X,XXX	XXX	X
主持人滔滔	XXX,XXX	XX	X,XXX	X,XXX	XX	X
我是蓉儿	XXX,XXX	XX	X,XXX	XXX	XX	X
央视网选	X,XXX,XXX	X	X,XXX	XXX	XX	X
Estimated investment in streamers (own store livestreaming not included)				XX,XXX	INVESTMEN T	ROI
					XX,XXX	XX%
Total estimated investment				XXX,XXX	XX,XXX	XXX%



Influencer: 静静哈尼的日常
Quiet Hani's daily life

- Skincare
- Beauty


Followers: XXXK



Influencer: 金爱罗夫妇
Jinhaluo couple

- Chinese-Korean couple
- Vlog

Followers: X,XXXK



Influencer: 菩小提
Puxiaoti

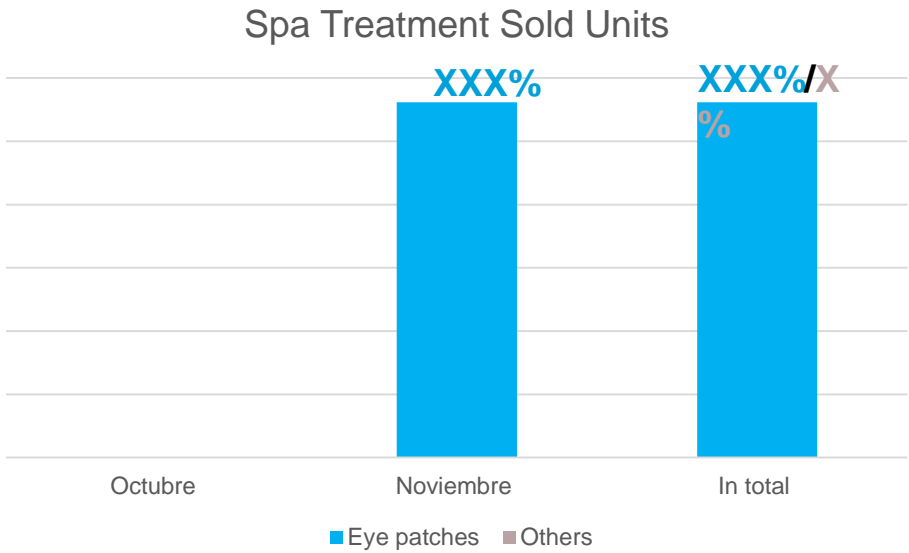
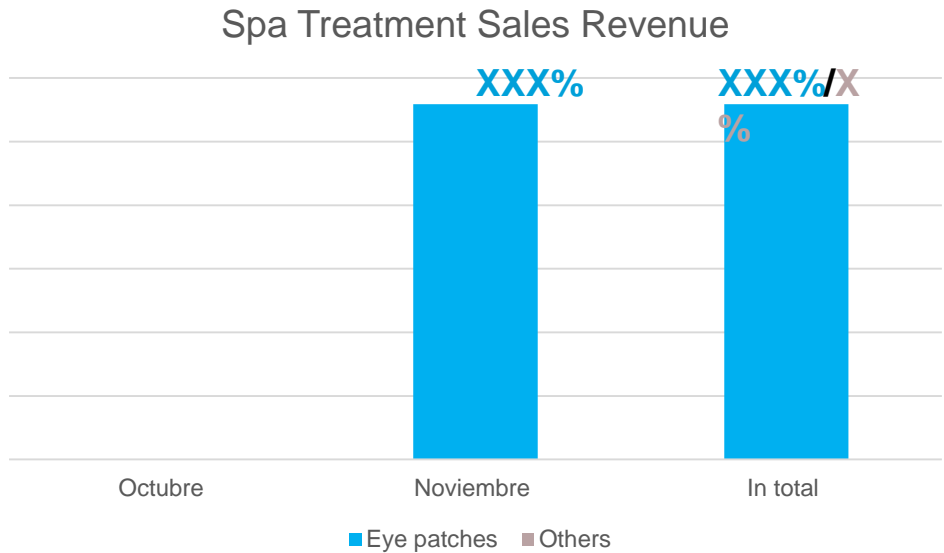
- Skincare

Followers: XXXK

TOP X LIVESTREAMING IN NOVEMBER			
Streamer	Date	Sales	Sold units
金爱罗夫妇	XX/X/XX	XXX,XXX	X,XXX
静静哈尼的日常	XX/XX/XX	XX,XXX	XXX
金爱罗夫妇	XX/X/XX	XX,XXX	XXX



Spa Treatment did not have any sales in September and October. On November XXth, only one livestreaming sold \$X,XXX, and all of them were eye patches products



November					
Product	Sales revenue(¥)	Sales revenue (\$)	Sold units	Price(¥)	Price (\$)
HAS Aging-care Eye patches	XX,XXX	X,XXX	XXX	XXX	XX

Name of streamer	Followers	No. livestreamin	Sales revenue (¥)	Sales revenue (\$)	Sold units	Products
燕莎友谊商城	XXX,XXX	X	XX,XXX	X,XXX	XXX	X

All the sales of the Spa Treatment come from a livestreaming of a shopping mall in Beijing on the day of Double XX

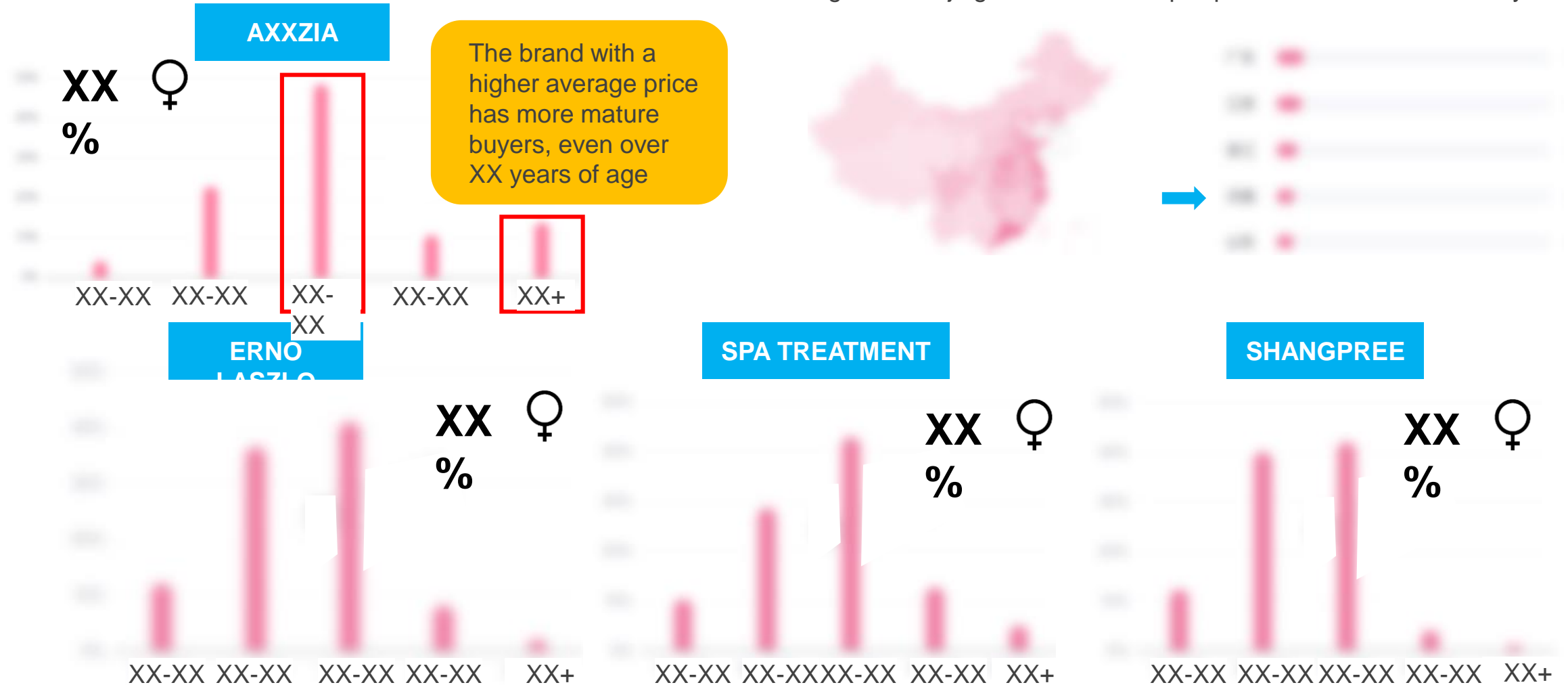


Influencer: 燕莎友谊商城 (yansha youyi shangcheng)
• Shopping mall
• Followers: XXXK



Buyers of benchmark brands: mostly female between XX and XX years old

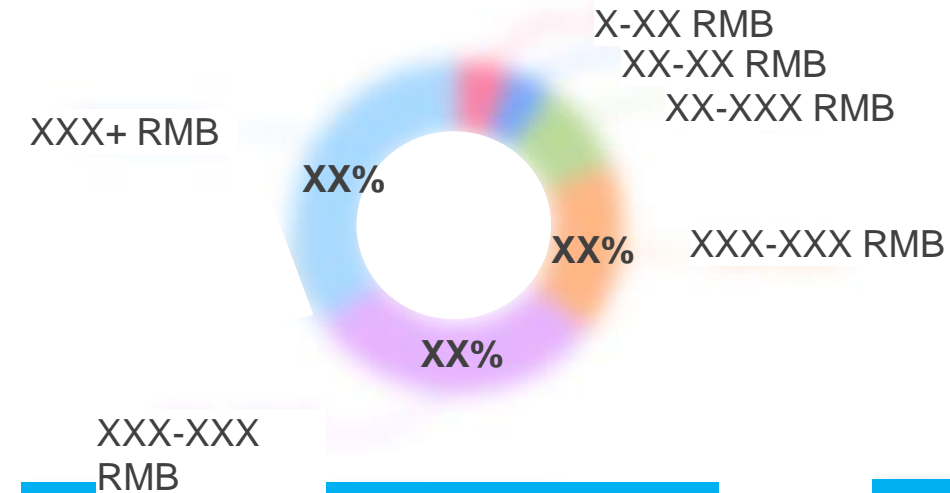
Shanghai or Beijing are not in the top X provinces with the most buyers





Nearly a third of Enzo and Axxzia's consumer spend more than XXX RMB in products

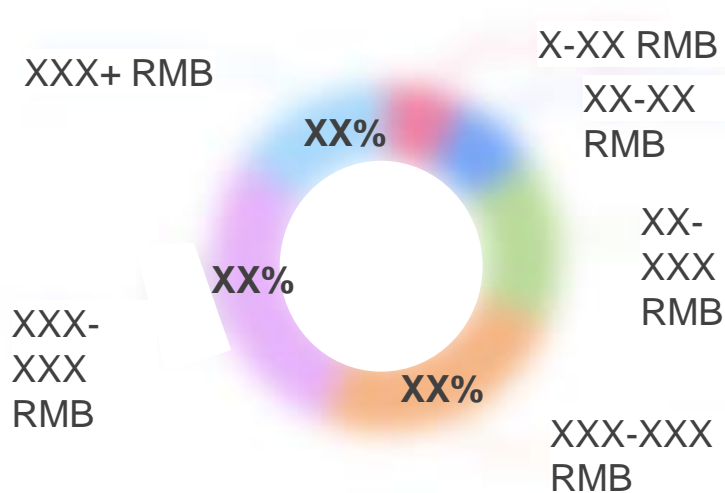
AXXZIA
XX% of consumption is XXX+ RMB



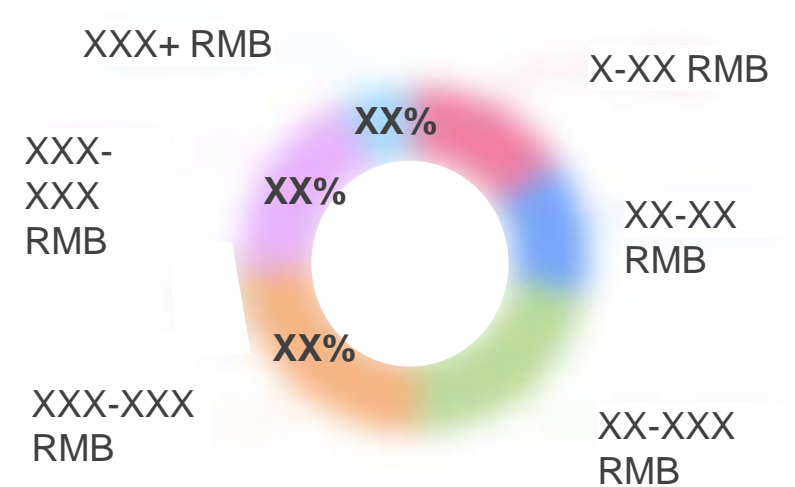
ERNO LASZLO
XX% of Consumption is XXX-XXX RMB



SPA TREATMENT
XX% of Consumption is XXX-XXX RMB



SHANGPREE
XX% of Consumption is XXX-XXX RMB





The prices of all competitors on Douyin are cheaper than those on Tmall, between X% and XX% discount

- Erno Laszlo and Axxzia, the two benchmarks in the XXXXX price range apply very different discounts.
- Erno Laszlo achieves the highest sales figures in Douyin with a XX% discount, much higher than the X% of Axxzia

Brand	Product	Specificati on	Price in Tmall(¥)	Price in Tmall(\$)	Price in Douyin(¥)	Price in Douyin(\$)	% cheaper in Douyin	
Erno laszlo	Multi-Task Serum Eye Mask	X pair	XXX	XX.X	XXX	XX.X	-XX%	At least X pairs on Douyin
Shangpre	Ginseng Berry Eye Mask	XX pair	XXX	XX.XX	XX	XX.XX	-XX%	-
Spa Treatment	HAS/UMB/NMN Sheet	XX pair	XXX	XX.X	XXX	XX.XX	-XX%	-
Axxzia	Essence Sheet	XX pair	XXX	XX.XX	XXX	XX.XX	-X%	-
XXXXX	Hydro Cool Firming Eye Gels	XX pair	XXX	XXX				
	Dissolving Microneedle Eye Patches	X pair	XXX	XXX				

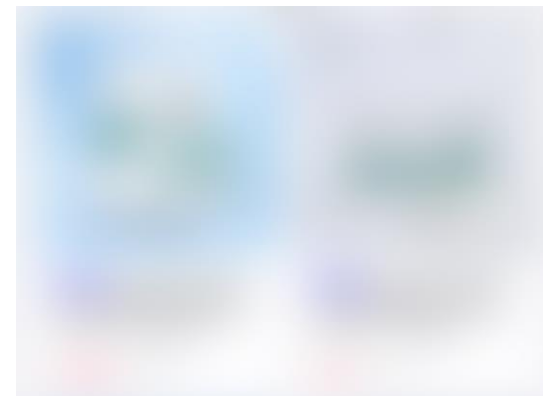


Price positioning in Douyin stores: XXXXX formats with fewer units are selling because they allow a lower average price, even though the price per unit is even higher than on Tmall

Platform	Product Name	Specification	Price (¥)	Price (\$)	Price/pair (¥)	Price/pair(\$)
Tmall Hero Product	Hydro Cool Firming Eye Gels	XX pair	XXX	XXX	XX.XX	X.XX
Douyin Hero Product	Hydro Cool Firming Eye Gels	↓ X pair	↓ XXX	XX	↑ XX	X.X
	Hydro Cool Firming Eye Gels	X pair	XX	X.X	XX	X.X

Platform	Product Name	Specification	Price (¥)	Price (\$)	Price/pair (¥)	Price/pair(\$)
Tmall Hero Product	Dissolving Microneedle Eye Patches	X pair	XXX	XXX	XXX.XX	XX.XX
Douyin Hero Product	Dissolving Microneedle Eye Patches	↓ X pair	↓ XX	XX	↓ XX	XX

It is a common strategy in Chinese platforms to offer less quantity of product to have an average price more adjusted to the market.





XXXXXX & Douyin conclusion

1. XXXXX **does not have a strong strategy in Douyin**: It has neither an official account nor a flagship store on Douyin. Other benchmarks have both an official account and a Douyin store.
2. XXXXX has collaborated with influencers by recording videos talking about the products, but only one influencer has included a link to the Tmall store. If you opt for this strategy, you must make sure that the influencers are going to **include the link to the official store on Tmall**. Also, on Tmall it should be promoted on the product title "Recommended by" + Douyin influencer name.
3. The most efficient strategy in Douyin is to **stream in the brand's own room combined with streaming from influencers**. Erno Laszlo, Axxzia and Shangpree do both.
4. Sales in the brand's own room are **persistence based**: the brands that sell the most streams daily, for at least X hours and can exceed XX hours. The best times to stream are after dinner in China, from Xpm to midnight.
5. The usual practice is that the **influencer charges a fixed fee and a commission for sales**. In addition, the brand has to offer a lower sale price than usual.
6. **All benchmark sale came from livestreaming, with the investment effort that this entails**. Except for Erno Laszlo, the rest of the brands have not been able to sell on Douyin as much as on Tmall, despite the investment in top influencers, with more than X million followers.
7. In Douyin you can **sell products with a high average price**, although brands tend to offer a lower price than in Tmall (-XX% Erno Laszlo, -X% Axxzia, -XX% Shangpree).
8. Regarding the **buyers** of the benchmarks, the majority are **between XX and XX years old**, the audience that XXXXX should also target, **instead of betting on influencers aimed at a younger audience**, as has been done up to now.
9. It is difficult to achieve Tmall sales in Douyin, and for this it requires a **large investment in top influencers** and daily livestreaming in the brand's own store, **without neglecting your Tmall strategy**, because Douyin will hardly compensate for the loss of sales on Tmall (at least currently, although Douyin is growing as a social ecommerce).

Douyin streamer typical cost

Type	Fans	Fixed fee
Nano	XK-XXK	\$XXX
Micro	XXK-XXK	\$XXX
Small	XXK-XXXK	\$,XXXX
Big	XXXK-XXXK	\$X,XXX
Macro	XXXK-XMM	\$X,XXX
Celebrity	>XMM	\$XX,XX X

+ XX-XX% sales commission

*Big streamers: lowest price of the product, gifts, packs...

Source: Kawa

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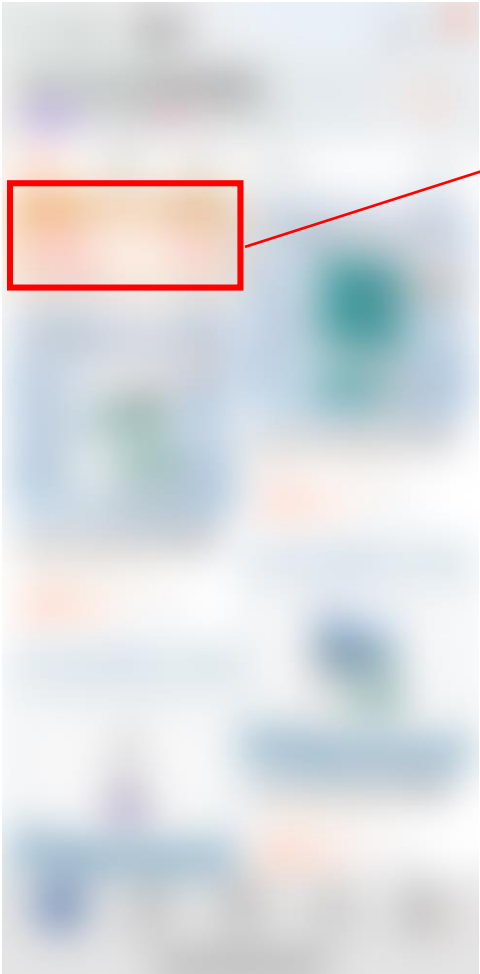


Stock out is severely penalized on Tmall

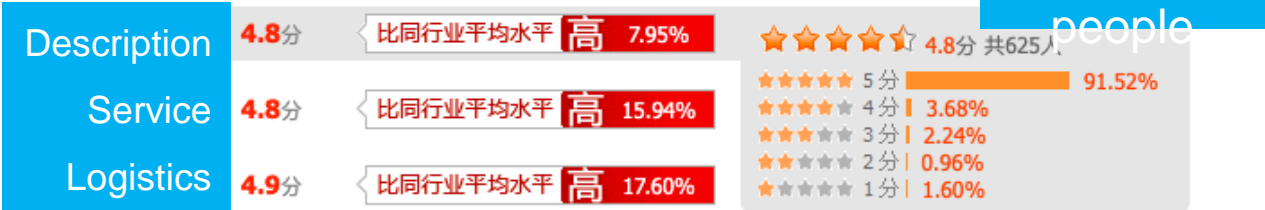
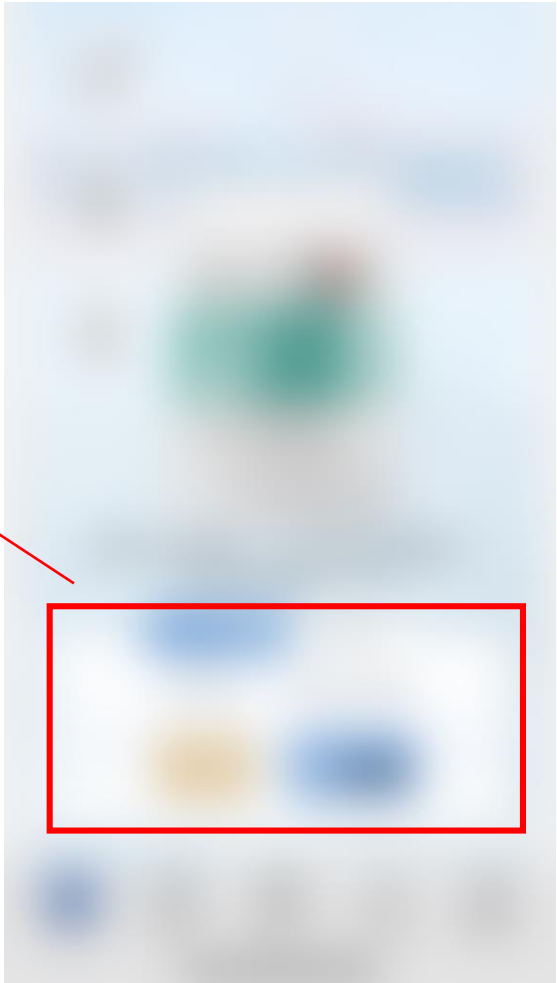
Example of stock out in XXXXX
Tmall Global Store

Every SKU in Tmall is identified with a unique link. So if we lose that link due to a stock out, we will lose the positioning associated to that link, we will lose all promotional background and, therefore, it will be like starting from scratch with the product.

The XXXXX store has a unified style, high overall ratings and clear promotional information



- Coupons of XXX-XX RMB are displayed on the front of all products.
- The color tone, product image and store style are unified
- The main product information on the home page is detailed, and the price, efficiency and discount are clear
- The store score is good, with a total of XXX reviews. The previous logistics score was X.X, which is estimated to be related to the Covid logistics disruption. It has now risen to X.X



XXXXXX eye patches have good reviews in general, but some people say they do not notice the effect, and others complain that the price of Dissolving Microneedle is too high

Hydro Cool Firming Eye Gels

与描述相符
4.7
★★★★★

大家都写到

- 使用效果好用(65)
- 活动价很便宜(14)
- 没有小细纹(3)
- 材质好(2)
- 不容易干燥(2)
- 适用性不满意(4)

- Overall evaluation is good
- Does not dry easily
- Easy to use, good texture
- No complaints about the smell
- Some say it does not work

Dissolving Microneedle Eye Patches

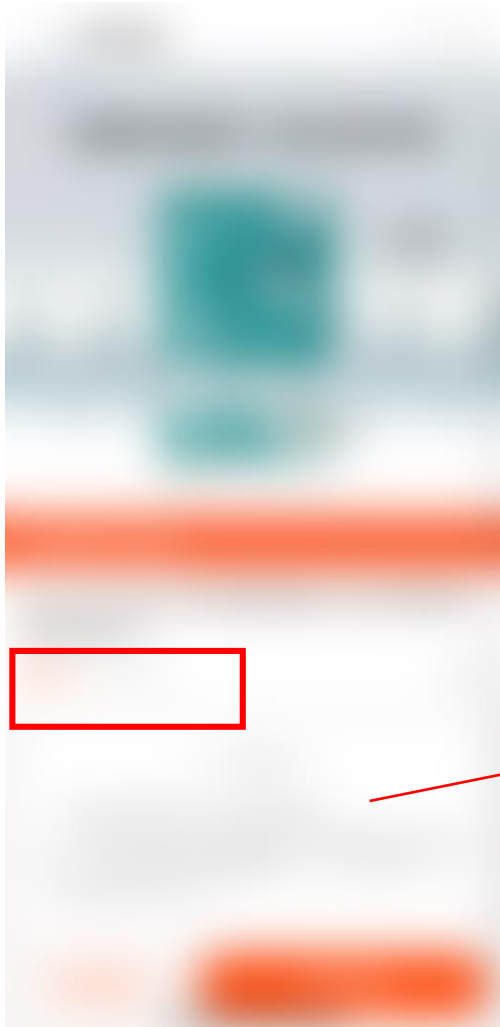
与描述相符
4.4
★★★★★

大家都写到

- 服务态度很好(6)
- 细纹明显减少(3)
- 眼袋淡化了(3)
- 活动价超优惠(2)
- 适用性很满意(2)
- 适用性不满意(2)

- Promotional purchases
- The effect is very obvious, the eye lines are reduced.
- Some people complain about the high price and that it does not work.

There is a ¥X product trial promotion in the store, and some consumers bought products thanks to the KOL's recommendation



- ¥X product trial: You can participate as a member, and X people will be selected from the applicants to get X pair of eye patches



- In the rules of the action, it is better to ask the winners to publish their experience after the product trial.



- In the comments, some people said they bought it because of influencers' recommendations, others said they bought it on a live stream.

Customer service responds in a timely manner and keeps sending out promotional information and coupons to encourage sales, but the answer is too automatic

客服脑壳转不过来弯，一直让关注店铺，真是烦死了
2022.10.14 净含量:16对



- Customer service interaction rate is high and response is timely
- XX RMB coupons are given to consumers without asking for them and promotional information is sent out



- Customer service is artificial intelligence, and responses to questions come across as too automatic, often answering questions that are not asked
- Some consumers complain that customer service is not smart

XXXXX has a lot of exclusive benefits for members, but these benefits are not pre-promoted, they can only be known after becoming a member



- Cannot see the benefits of membership before becoming a member, which makes people reluctant to become members

Before
becoming a
member



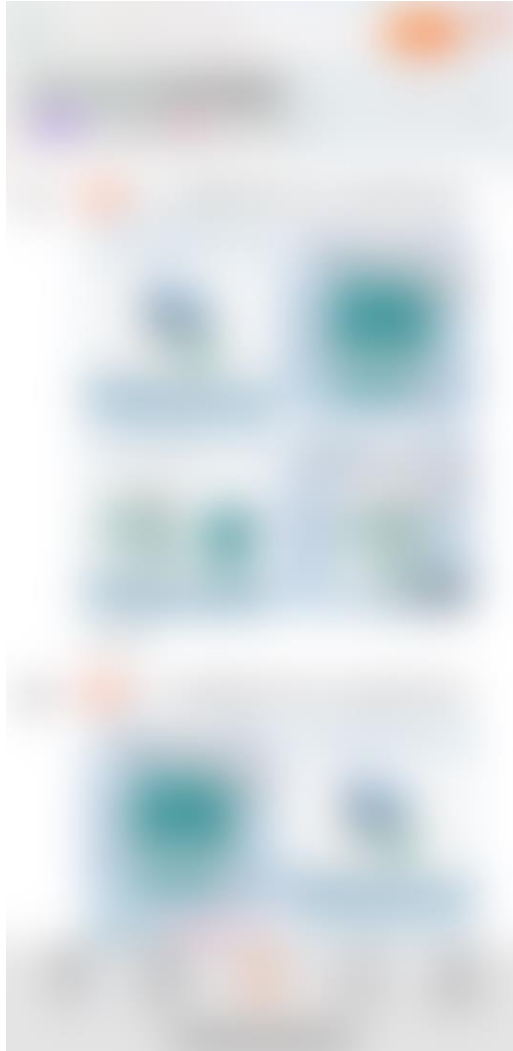
- The store has many exclusive benefits and coupons for members

After
becoming a
member

XXXXX continues to update its content on Weitao, but Guangguang stopped doing so in April

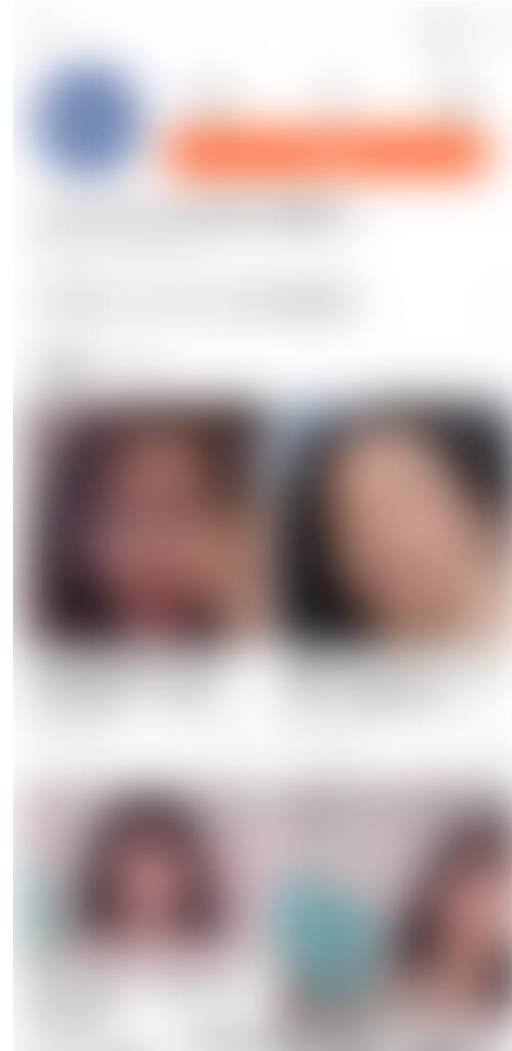


- Weitao (social network accessed from the flagship store) continues to be updated, and the latest update was Double XX promotions



- Guangguang (a social network accessed from the Tmall platform) stopped updating in April

XX% of shoppers learn about Western brands they don't know in Guang Guang



XXXXXX Keyword Positioning on Tmall



抗初老 Anti-aging



贵妇 Rich lady



**收缩毛孔 Shrink pores
美白提亮 Whiten and
brighten**

There are a few stores on Tmall Global and Taobao that sell XXXXX products, but the volume is very low (XXX units vs. XXK+ from the official store)

RANK	STORE	Sales Value ¥	Sales Value \$	Sales Volume
X	XXXXXX official store	¥ X,XXX,XXX	\$XXX,XXX	XX,XXX
X	Suriz小家	¥ XX,XXX	\$X,XXX	XX
X	DONG SHOP 冻冻家 百分百实拍店 每月上新	¥ XX,XXX	\$X,XXX	XX
X	新澳日用化妆品店	¥ X,XXX	\$XXX	XX
X	甜心铛铛丫	¥ X,XXX	\$XXX	XX
X	小丸子的笔记	¥ XXX	\$XXX	XX
X	美货王	¥ XXX	\$XXX	X
X	空瓶很哇噻	¥ XXX	\$XX	X
X	Mokikikiki	¥ XXX	\$XX	X
XX	Urban Bop	¥ XXX	\$XX	X
XX	EGL海外旗舰店	¥ X	\$X	X
XX	丸子士多	¥ X	\$X	X
XX	FragranceNet海外旗舰店	¥ X	\$X	X
XX	CYBEAR海外旗舰店	¥ X	\$X	X
XX	DrMagical海外旗舰店	¥ X	\$X	X
XX	MHW海外专营店	¥ X	\$X	X
TOTAL OTHER SELLERS		XX,XXX	\$X,XXX	XXX
TOTAL		¥ X,XXX,XXX	\$XXX,XXX	XX,XXX

The overall style of the store is unified with a high score, but some details should still be improved



- Good descriptive, visual and informative content.
- Good ratings based on operations, feedback and customer service.
- Customer service responds quickly and provides resolutions with good information.
- There are coupons and ¥X product trail to promote sales.
- The store offers exclusive benefits and coupons to members
- Weitao is updated in a timely manner



- Lack of integration strategy between social networks and e-commerce.
- Customer service responses sometimes look too automated, and often respond to questions that are not asked
- Membership benefits are not well publicized, and one cannot learn the details of the benefits without becoming a member
- Guangguang stopped updating in April
- Some keywords should be added, such as whitening (if possible) and anti-aging, which are more appealing to a large number of consumers.

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Chinese Social Media Channels Features



Wechat

- **Monthly active users:** X,XXX M
- **Gender:** XX% male, XX% female.
- **Content:** So far, the image + text format has predominated. Strong entry of video.
- Only account followers receive the post and can forward it to their contacts, so the **platform is more closed than other channels.**
- The main new **traffic** comes from **offline events** where the **QR code** is shared.
- Currently widely used for the **management of private groups.**
- The WeChat ecosystem also includes **Channels** (video channel), **mini-programs** (ecommerce) etc. But it is only recommended when the brand already enjoys a certain notoriety.
- **Collaborations** with bloggers and official accounts with many followers are usually expensive.



Weibo

- **Monthly active users:** XXX M
- **Gender:** XX% female, XX% male.
- **Age :** post-XXs generation accounts for XX%, post-XXs XX% and post-XXs XX%.
- **Content :** audiovisual (photos and videos) + texts.
- **Celebrities, influencers** and brands have official account to promote themselves.
- **Brands can benefit from the influence of celebrities** or important events to improve awareness.
- The engagement of brands' official accounts is usually not as good as that of influencers and celebrities.
- Add **Tmall** and **JD flagshipstores** link



Little Red Book (XHS)

- **Monthly active users:** XXX M
- **Gender:** XX% female, urbanites (Xst and Xnd tier cities), medium-high purchasing power. More and more male users.
- **Age:** XX-XX years old (XX.XX%).
- **Content:** Audiovisual format (photo and video) predominates.
- Users use the platform **to share experiences, learn with tutorials, leave reviews** on different products etc., while brands/stores use it to motivate potential consumers.
- **Beauty**, food, baby, home are the **topics with the most content** on the platform.
- **KOLs** and **KOCs** : promote brands to consumers. They have more credibility and engagement than official brand accounts.
- It offers brands the possibility of opening an **ecommerce site within the official account.**



XXXXX's official account on WeChat has exquisite content and high posting frequency, but traffic is too low due to the low number of followers: only XX-XX reads per article



- X posts per month (the maximum number allowed for this type of account)
- Launch giveaways
- Publish content related to various festivals
- High quality content and images



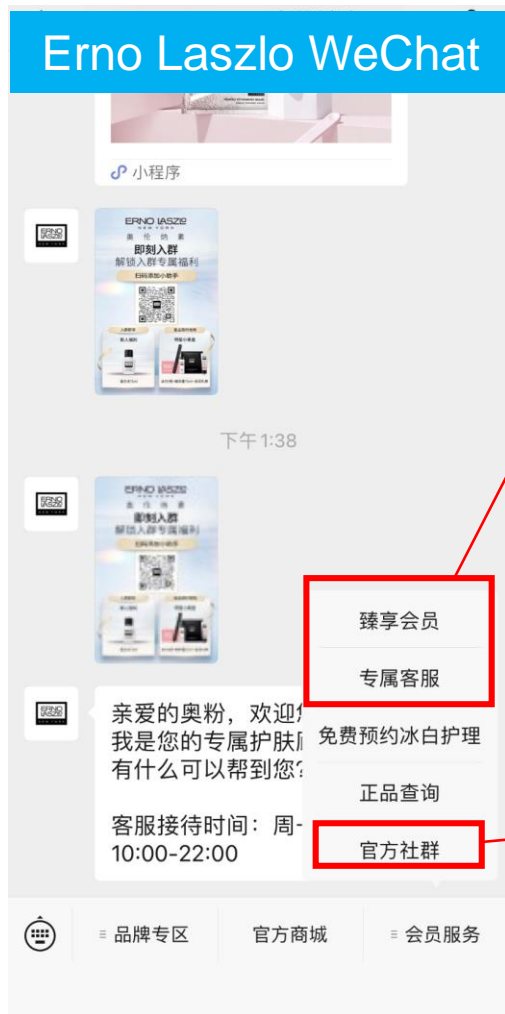
- Traffic is almost null, the volume of readership ranges between XX and XX, and even in the giveaways the engagement does not exceed XX reads
- Lack of connection between the different social platforms
- No customer service
- The "benefits for followers" tab does not work



- WeChat is a social media with private domain traffic, and traffic is positively correlated with the number of fans. It is necessary to increase the number of WeChat fans and attract traffic through various activities and other platforms
- Establish the membership system and customer service.
- Set the benefits of followers



Membership is an important part of WeChat as it allows official accounts to take full advantage of private traffic and helps improve the quality of service through online customer support



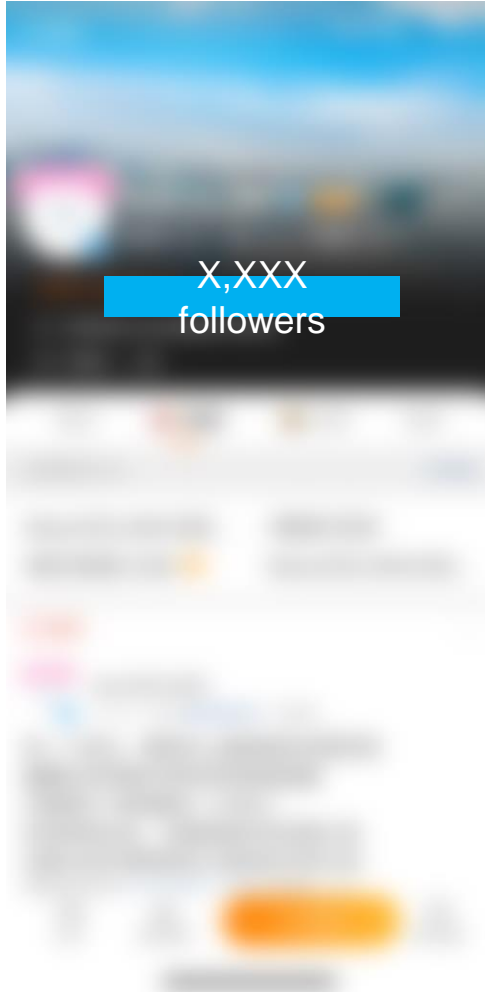
- Member benefits and points
- Exclusive customer service for online users on Wechat from Monday to Friday from XX:XX am to XX:XX pm.



- Fans become part of the brand's private group through WeChat which usually enables them to get exclusive benefits.
- Communication in these groups is real-time. Brands promote products, encourage sales and strengthen their members' sense of community and belonging.



XXXXX has a high posting frequency on Weibo with interactive posts, but traffic is not high and no links have been added to Tmall



- XX-XX posts per month
- Effective presentation of different products
- Lucky draws to attract more traffic
- There are a few KOLs posting on XXXXX



- Few multimedia posts
- The product introduction post does not include a link to Tmall
- The age of the KOLs is too young, which does not match the brand's potential customer profile
- Although it uses some hashtags it is not adding to the #'s that link to hot topics which are the ones that truly move traffic



- Search for KOLs whose target audience is in the age group of XX-XX years old, the official account can republish those posts launched from the KOLs' personal accounts.
- Weibo allows additional links, so it is highly recommended to add a Tmall link to any product to promote sales
- Post more videos to increase the richness of Weibo content.



Weibo is the platform to make the most of the celebrity effect. Spa Treatment has the lowest sales on Douyin, but it boasts more than XXX,XXX views per post on Weibo thanks to its brand ambassador



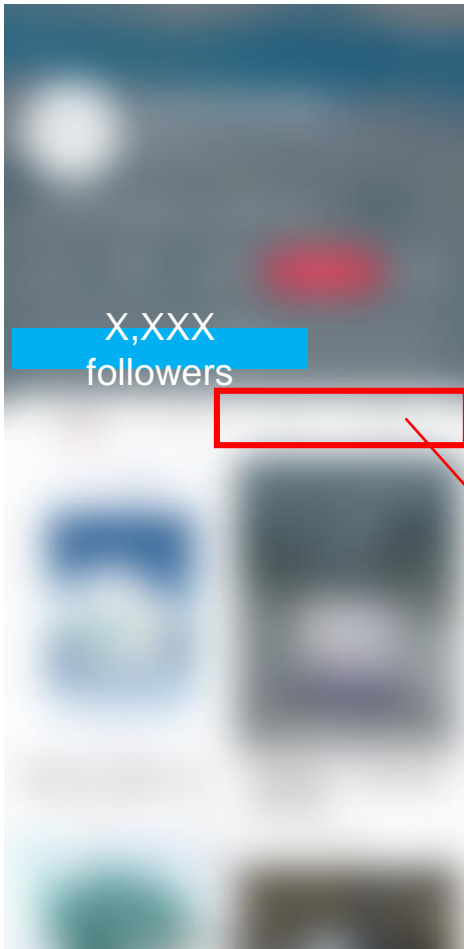
- In Weibo's brand tab, you can add branded topics and display collaboration posts with KOLs



- Weibo is the main platform for fan activities. If you collaborate with a star, that needs to be publicized on Weibo
- The latest trend is that the "boss" (brand owner) appears in the live streaming and sometimes even leads it himself



XXXXX's XHS update frequency is the minimum recommended for this channel. Content shows a consistent style, but lacks richness in terms of variety of formats to attract traffic (videos, giveaways, KOL, etc.)



- X-XX posts per month
- Consistent style
- Product link attached (XHS store)



- KOL or influencers did not drive traffic to the official account recently.
- Updates to tags and collections have not occurred since XXXX
- No engagement
- Few video posts



- Increase engagement through collaboration posts with influencers or KOL (example topic: skin routine).
- Add more interactive posts such as giveaways and quizzes.
- Balance between static (images) and dynamic (videos) posts.
- Improve descriptive content of products (ingredients, usage, tips, etc.).
- Investing in tools to push the posts with the most potential in a kind of race system between them.



Competitor posts with the highest traffic are celebrity collaborations or KOL and ¥X product trials. There are brands that even launch livestreamings on XHS

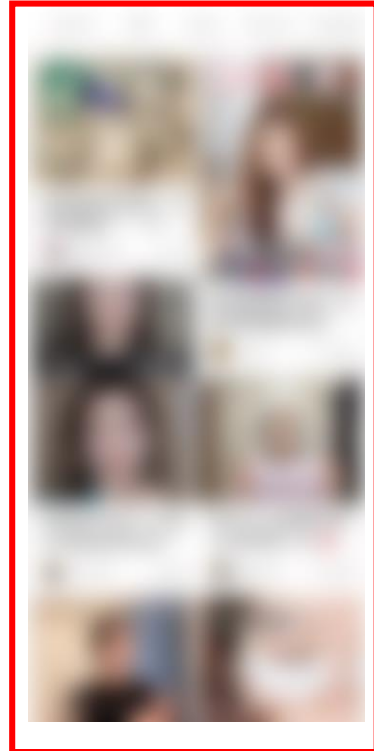
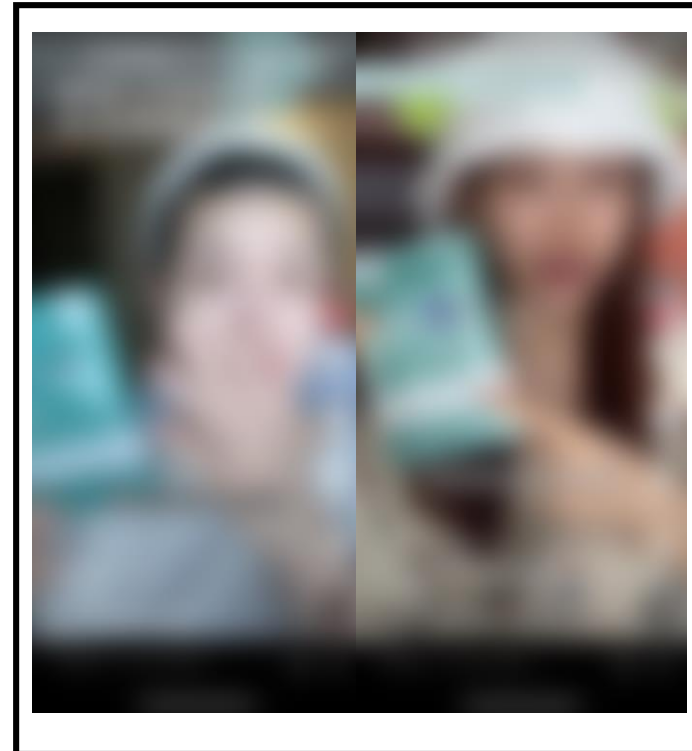
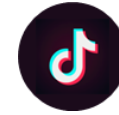
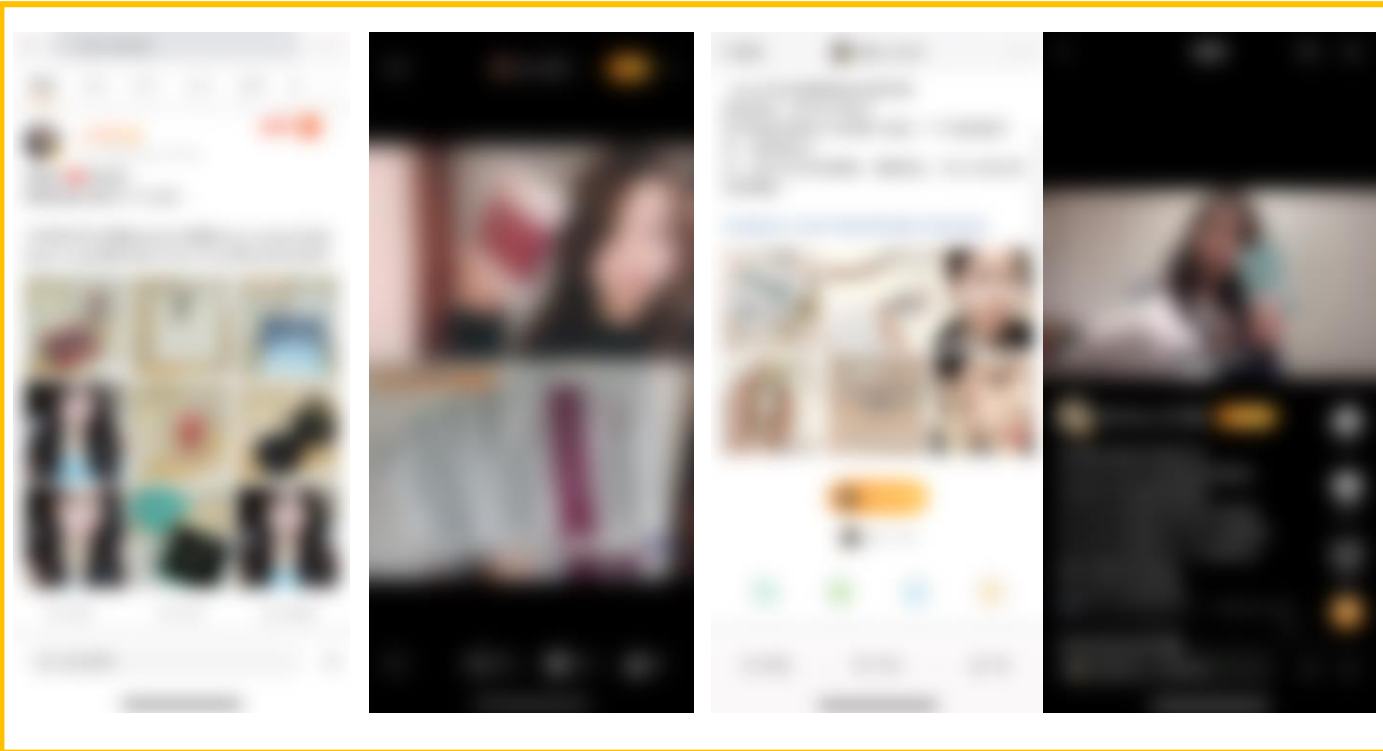


- The same influencer, she gets much more engagement with video content than with photos.
- The X yuan trial is a great way to get real customer reviews of different products while gaining engagement. This is very useful to get feedback for new product launches.



- Having a store already operational on XHS and in order to promote sales it is best to carry out live shopping events on our own account, or cooperate with other streamers to launch live streamings on theirs.

The target audience of the KOLs that XXXXX collaborates with on all platforms are too young, which does not match the most suitable target audience for the brand



However, competitors cooperate with celebrities or KOLs over XX, and the content they share is mainly related to anti-aging and beauty tips for more mature women

Erno Laszlo



Maintenance tips for elder mature women



XX+ lady care tips



Actress: Zengli
Age: XX
Evening Skincare Steps

Axxzia



XX-XX anti-aging experience



Host: Wuxin
Age: XX
Self-use skin care products sharing



Actress: yuanshanshan
Age: XX
Commonly used eye mask sharing

XXXXX's social media content and posting frequency are good, but it lacks the key points to drive traffic to the account



- Social media content and images are of high quality
- The frequency of posting on social media is adequate
- The official accounts on the different social media publish very interactive content, such as giveaways



- Lack of multimedia content, such as videos
- Social media and e-commerce platforms are not closely connected, there is no link to Tmall
- Although there are KOLs posting about the brand, but they do not drive traffic to the official XHS account
- No trending topic hashtags are used.
- Lack of membership system and fan group.
- Lack of communication and mutual drainage between the different channels
- The age of the influencers they cooperate with is too low and does not match the target consumers

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SWOT Analysis

Strengths

- There is a unified brand image both in the store and in the official accounts in the different social networks.
- The images and design of the store and social networks convey the idea of a high-quality brand.
- Overall, the store and products have good ratios with a majority of positive reviews.
- The store offers exclusive benefits and coupons to members.
- Customer service responds quickly and provides resolutions with good information.
- XXXXX has official accounts on X major Chinese social media (Wechat, Weibo and Little Red Book/Xiaohongshu) where content is frequently posted.

Weaknesses

- XXXXX has fallen by XX%, a drop well above the market and one that the benchmarks have not experienced, which is evidence of a strategy problem that is highly dependent on collaborations with influencers.
- XXXXX does not have a strong strategy in Douyin: It has neither an official account nor a flagship store on Douyin. Other benchmarks have both an official account and a Douyin store. Influencers recorded videos but just one included a link to Tmall store.
- Social influencer marketing focused on a very young audience (under XX years old). Benchmark buyers are a more mature profile: between XX- XX year old.
- Official accounts on social networks: they generate very little engagement and hardly move any traffic due to the lack of a strategy to make the most of the tools and particularities of each channel.
- Customer service sometimes offers automated responses that do not satisfy the customer.
- Although the store offers good benefits when becoming a member, these are not previously known, so it does not imply any point of attraction for new members and buyers. These benefits should be announced in advance.
- Dissolving Microneedle Eye Patches has a high average price with unit price being the highest of all benchmarks.

Opportunities

- Douyin is growing as a social ecommerce and has surpassed Tmall livestreaming. Benchmarks are selling eye masks in Douyin.
- In Tmall Global eye mask category is still growing. Also, there are competitors that are growing sales by following an appropriate strategy.
- The audience between XX and XX years has proven to be the main buyer of eye mask. If we reach this buyer, sales can be increased.

Threats

- The general beauty market is falling in XXXX.
- Eye mask category dominated by Asian brands. Growing trend in recent years of increased support and confidence in local brands.
- Douyin requires a large investment in top influencers and daily livestreaming

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Conclusion & next steps

Develop an omnichannel strategy

Integrating collaboration with KOLs strategically

Targeting the right audience (XX-XX years old)

Driving traffic to our stores and social media accounts

Continuously monitor our own and benchmarks' strategy to respond quickly to changes in the market

Macro

Medium

Micro

TMALL

- Review the strategy of KOLs in Tmall.
- Promote the benefits of membership.
- Promote a more comprehensive beauty care with eye care packs.
- Reactivate Tmall's social network, Guang Guang.
- Improve automatic responses from customer service.

DOUYIN

- Benchmark are already selling eye masks in Douyin.
- The most efficient strategy in Douyin is to stream in the brand's own room (daily) combined with streaming from influencers.
- That requires opening an official account and flagship store in Douyin.
- In KOLs videos, add a link to Tmall.

SOCIAL MEDIA

- WeChat: private group.
- XHS: KOLs that target the right audience and linked to the official account, giveaways, product promotion associated with beauty tips, video content.
- Weibo: links to Tmall store, collaboration with big influencers and tag them, and join hot topics #.

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