



# Shopping Events, Holidays and Travel: Asian Beauty Shoppers' Occasion-based Purchases

August 2024

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Beauty consumers reserve spending for discounts and enjoyment during special occasions

For the beauty industry, Q4 shopping season delivers disproportionate share of sales in Asia

Special occasions for beauty shoppers

## ONLINE SHOPPING EVENTS: BARGAIN HUNTING

Consumers are getting rational amidst the dazzling array of online shopping day events.

Precisely target your customers: Who are the beauty product deal hunters?

Genuine discount remains the primary factor triggering consumers to spend on shopping day

Olive Young: Quarterly sale to train consumers to consistently visit and purchase

In China, Tmall's market position is at risk as consumers have been lukewarm about 11.11.

Tmall simplifies discount gimmicks during 6.18 shopping day to clear consumers' frustrations

Brands should avoid over-reliance on sales from shopping events

## HOLIDAY SHOPPING: READY, SET, CELEBRATE

During holidays, gift-giving and getting ready for gatherings dominate consumer spending

Self-rewarding and gift-giving as prominent trends among Millennials and Gen Zs

Exclusivity, price lining and elevated experience help brands to win in gifting shopping

Holiday-inspired make-up drives colour cosmetics consumption in different cultures

Beyond packaging designs, brands can further diversify holiday spirit integration

## TRAVEL: SPEND ON EXPERIENCES, NOT THINGS

Shopping remains as an integral part of a traveller's journey

China strategy transformation and explore diversification to emerging markets

Travellers seek immersive unique shopping experience into local culture

Transform customer journey and embed brand experience across traveller journey touchpoints

Amorepacific : Integrating brand presence before in-destination effectively recruits tourists

Combine experience with products is key to win experiential-driven travellers' hearts

## CONCLUSION

Recommendations for maximising sales impact during occasion-based beauty shopping

Evolution of occasion-based shopping

Questions we are asking

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