

Beat: Lifestyle

4th EDITION of E-BEAUTY CONFERENCE - Sales Of Beauty & Personal Care Products

On June 7 At Maison des polytechniciens

PARIS, 08.06.2018, 07:39 Time

USPA NEWS - The Global Cosmetics Market keep increasing in Value. China is ahead of Western Countries in Terms of e-commerce Share. China's e-commerce Maturity is shown also in the Core Beauty Category of Color Cosmetics. The Online Beauty Market is as Complex and Diverse as its Counterpart in Physical Stores. While the e-commerce Channel is both sizeable and growing quickly, Online Shopping is about more than just making a Purchase : it is disproportionately about browsing and research Products...

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A perfect Storm of Demographics, Social Media, and Radical Change in Consumer Attitudes toward shopping is forcing the Beauty and Personal Care Industry to play by a New Set of Rules. Consumers are unwilling to accept the Beauty Business as usual and are increasingly attracted to Digital Alternatives. The industry's Role as an Unchallengeable Authority as Information Source is also under attack from "Influencers", the typically Young, digitally Plugged-In Beauty Connoisseurs who are attracting a significant number of Social Media Followers. Will Online's Convenient Delivery, Wider Product Selection, Competitive Pricing, and Access to Information Complement the In-Store Experience or cripple Traditional Retailers' Sales and Margins ? How can Online Retailers build Loyalty ? And what should Brands and Retailers do today and tomorrow to protect their Market Share ?

On June 7, 2018, was held the 4th Edition of E-Beauty, organized by JDN at Maison des polytechniciens (PARIS). The Program was as follow, commented by us and with our Summary :

- Beauty Beyond Borders : Update on Digital Trends :

* An Analysis of e-Commerce Growth in the Beauty and Personal Care Categories reveals that Sales Acceleration, while apparently driven by Consumer Demand, is a Product of the increasingly sophisticated Supply-Side Activity of Retailers and Brands that are able to evolve their Digital Capabilities to overcome Barriers to Adoption...

* Round Table animated by Eva Lagarde, Marketing & Developpement Manager, Premium Beauty News. And with :

Leila Rochet Podvin, Founder, Cosmetics Inspiration & Creation

Jérôme Sutter, Digital Manager, ex Filorga

Aline Guo-Haeefele, Commercial International Developpement Manager, Alibaba France

Yingjia Jin, International Relations Manager, Scentism

- Luxury New Generation : What Model ?

* Feedback from a Luxury Player. Interview of Pauline Laigneau, Co-founder & Marketing Manager, Gemmyo by Viviane Lipskier, Brand Strategist & DNVB Expert.

* When it comes to Desirable Attributes, finding the Best Prices, Free Shipping, and Site Security Top Consumers' List of Attributes they look for when shopping for Beauty and Personal Care Products Online. The Pivot to Digital makes sense: Online Sales are expected to drive Future Growth in the Luxury Goods Market. Such Projections serve as a wake-up Call to Luxury Brands that have long relied on Partners such as Department Stores (and their own boutiques) to sell Products. But Traditional Retailers are struggling and more Customers are becoming Comfortable buying Luxury Goods Online. Millennials and Generation Z Shoppers are maturing into their Prime Earning Years and becoming the Focal Luxury Consumer. While the Rich have always propped up Sales of Luxury Goods, Young Shoppers are Key to Future Growth.

- Beauty & E-Commerce : Challenges of the Marketplace

* Feedback from Philippe Berlan, Deputy General Manager, La Redoute

* The store remains Key in Beauty Purchases, as it enables Consumers to try and feel Products. Changing Consumer Behaviour has led Retailers to re-assess their Physical Estate, using the Space more creatively, with an Emphasis on Experience. Customers are looking for more Personalised Experiences Offline, which cannot yet be emulated through Online Stores. Nothing beats the Thrill of the New. Brands are engaging Consumers through Workshops and Experiences. Online Players are opening Pop-Up Stores, bringing the Digital Navigation Experience into Offline Stores....

- Data & customer personalization : Why not Really Doing It ?

* With the rapid Advancement of Digital Marketing Technologies, the Two Components, Science and Art, are merging. We're shifting to a more Personalized Brand Experience for Consumers, and some Leading Brands are seeing Results. Personalization can be achieved with Two Necessary Elements : Data and Permission. Data is Key to achieving Relevancy. It might go without Saying, but Personalization requires Accurate Data. Gaining Permission to advance the Relationship is also Critical to success because Consumers are in Control. Once we've earned their Trust, Consumers are more likely to share Personal Characteristics that can refine our Personalized Targeting. Brands that are successful at Personalization Campaigns take Mini-Conversions such as a Newsletter Signup to develop Profiles that can lead to Macro-Conversions.

* Animated by Philippe Hervieu, Consultant marketing digital CRM, Cust Up and with :
Sébastien Garcin, Chief Marketing Officer, L'Oréal France
Véronique Rousseau, Customer Marketing Manager, Yves Rocher France

- New Online Data : Impacts on Consumption and Sales :

* Keynote by Mathilde Lion, Beauty Europe Industry Expert, the NPD Group

- Immersing Millennials : Brands doll up their Strategies :

* Millennials cannot be denied. This Power, and its Requisite Hype, is significantly amplified when specifically considering Millennial Women and the Cosmetics Industry. In today's new Retail Environment, as many Heritage Prestige Cosmetics Brands are making a concerted Effort to reintroduce themselves to Millennial Women and their Teenage Cohorts. Every Marketer and Brand Executive will agree that Business as usual will not suffice. But what exactly should Luxury Beauty Brands do to build Connections with Millennials and Plurals ?

* Animated by Viviane Lipskier, Brand Strategist & DNVB Expert and with :
Maxime Garcia Janin, CEO, Sillages Paris
Julien Azencott, Président & Co-founder, Codage Paris

- AI and the Future of Beauty : Great Revolution or Beautiful Illusion ?

* People have been using Beauty Products to enhance their Eyes, brighten their Skin or Smooth their Hair since Ancient Egyptian Times. But over the Years, the Beauty Market has grown with Companies competing to sell us Different Versions of the Same Thing. The Fact is, certain Products don't work for Certain People. We're All Unique, with Different Skin Types or Hair Types, and have Different Goals for what we want to achieve. Most Beauty Brands aren't selling Products tailored to Individual Consumers. Instead, they're selling a Brand, a Luxury, a Lifestyle or some Product that will magically work on Every Skin Type and solve every Skin Problem. More and more Companies are embracing the Individuality of their Customers, creating Products designed specifically for each of them. With the Help of New Technologies, including Artificial Intelligence and Machine Learning, the Possibilities seem infinite.

* Animated by Catherine Zunic, CEO, Medias Uniques Conseil and with :
Morgan Acas, Co-Founder & CEO, Romy Paris
Samuel Fillon, CEO, Sommelier du Parfum
Charles Dadi, Partner & Machine Learning, Factonics

* Photo : Leila ROCHET PODVIN (Cosmetics Inspiration & Creation), Jérôme SUTTER (ex Filorga), Yingjia JIN (Scentsism) & Aline GUO-HAEFELE (Alibaba France)

** Photo : Véronique ROUSSEAU (Yves Rocher France) & Sébastien GARCIN (L'Oréal France)

Source : E-Beauty Conference Day @ Maison des polytechniciens (Paris) on June 7, 2018

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