

Analysis of China's Cosmetic Export Trade with Pechin as An Example

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Abstract

In today's era of economic globalisation and information technology, exchanges between countries are getting closer and closer, and trade exchanges are becoming more convenient. It not only deepens cultural exchanges between countries, but also promotes the development of export trade among countries. Cosmetic industry has also developed rapidly in recent years, especially "Pechin", which has become a symbol of Chinese cosmetics after years of precipitation. This article mainly takes "Pechin" as an example to talk about the current situation of China's cosmetics export trade, and then analyzes the advantages and existing problems of China's cosmetics, and finally puts forward relevant countermeasures and suggestions to promote the better and faster development of China's cosmetics export trade.

Keywords

Pechin, Export trade, Problems, Countermeasures.

1. INTRODUCTION

The rapid economic development and the exchange of foreign trade have greatly promoted the import and export trade of cosmetics market, especially the domestic cosmetics representative "Pechin", whose sales volume has also increased significantly in recent years. However, everything has its advantages and disadvantages. Trade exchanges, on the one hand, can promote economic and cultural exchanges; on the other hand, their competitiveness will also increase day by day. The international market is full of brands from different countries. If there is no obvious advantage, it is easy to be submerged by brands from other countries. Moreover, with the inflow of foreign products, the sales volume of domestic products will also be impacted to a certain extent. At present, Korean makeup, American makeup and other European and American makeup are popular. Thai makeup is also becoming increasingly competitive due to its low price. Therefore, Chinese cosmetics will face greater challenges in the international market. If domestic cosmetics want to stand out in the international market, they must have Chinese characteristics to further promote the export trade of Chinese cosmetics.

2. ANALYSIS ON CURRENT SITUATION OF DOMESTIC COSMETICS EXPORT TRADE

2.1. Overview of Domestic Cosmetics

1. Classification of domestic cosmetics

Because cosmetics are widely used, to meet the needs of different consumers, the types of cosmetics are also different. Judging from the appearance of cosmetics, there are water, paste, block and oil. From the usage direction of cosmetics, there are basic skin care, makeup a series, hair care, beauty modification and cosmetics with specific functions. The basic skin care products include facial cleanser and cream series. There are more types of make-up series, with corresponding cosmetics on eyebrows, eyes, lips and other parts. From cosmetics suitable skin, efficacy, etc. can be divided into several categories.

Take Pechin as an example, it's series of products have also increased in recent years. The specific classification is shown in Table 1:

Table 1. Pechin product classification

Product classification	Specific classification	Series products
Facial care	Cleansing, lotion, cream, essence	Herb skin care products with tender and delicate skin, perfect white crystal and bright suit, charm and tender and delicate skin care suit, water-energy rejuvenating and beautifying skin care suit, sansheng flower soothing and fine skin care suit, etc.
Eye care	Eye cream, eye essence, series set	Sanshenghua Linglong Yurun Eye Color Eye Essence, Shuinen Jingchun Star Eye Cream, Jingchun Eye Essence and Zhizhen Bailiang Eye Essence
Cosmetic series	BB cream, air cushion, foundation liquid, lipstick	Water-tender, pure and full-colour modified milk, star makeup cream, air cushion BB cream, tricolour flower essence brightening foundation liquid, lipstick, makeup remover, etc
Body care	Hand cream, body milk,	San Sheng Hua Shanghai 1931 Hand Cream, Cream, Glycerin, Xiao Sen Ling Haitang moisturising Body Milk
Men's Care	Emulsion, cream	Men's Revitalizing and Energetic Suit, Oil Control Hydrating and moisturising Cream, Hydrating and moisturising Anti-acne Printing Series

From Table 1, it can be seen that Pechin products are involved in basic skin care, make-up series and body care, and male cosmetics have also developed in recent years.

2.Domestic cosmetics brands

China has a large population, to meet the needs of the majority of people, cosmetics brands naturally have a lot. Traditional cosmetics brands include Yangzhou Xie Fuchun, Kong Fengchun, Pechin, Yu Meijing, etc. In recent years, trade exchanges between China and foreign countries have been strengthened day by day. Inspired by foreign cosmetics, especially European, American and Korean cosmetics, domestic cosmetics have developed from basic skin care to makeup products such as mascara, eye shadow, highlights and air cushion, greatly expanding the scope of application of cosmetics, and the makeup population has also become more and more extensive. The more new brands there are, such as Natural Hall, herborist, Yiye, Han Shu, Mary Daijia, Perfect Diary, etc.

In recent years, with the influx of cosmetics from Europe and the United States, the inflow of cosmetics from Korea and the emergence of new cosmetics brands in China, many domestic time-honoured brands have gradually faded out of our sight and their sales volume is much lower than before. However, Pechin, also a domestic time-honoured brand, was founded in 1931.

After so many years of precipitation, Pechin has been able to take a leading position in so many emerging products and has not been forgotten by people. The main reason is to keep pace with the times and continuously introduce new series of products. Recently, the hottest is the Sansheng Flower Series, which is mainly aimed at the 20-30 age group and is specially developed for young women.

3.Characteristics of domestic cosmetics

Domestic cosmetics are rich in raw materials and can be obtained locally, thus eliminating a lot of raw material purchasing costs and the price is relatively low. China is vast in territory and abundant in resources, spanning subtropics to cold temperate zones. As these zones are the best places for plants to grow, China is not only rich in mineral resources, but also rich in plant resources. Therefore, China has a comparative advantage in skin care products. What is more important is that compared with chemical synthetic products, Chinese herbal medicine has much fewer side effects on human body and will attract more consumers. Some rich in natural active ingredients are widely used in modern cosmetics and play various roles. Pomegranate polyphenol and anthocyanin contained in pomegranate are good tyrosinase inhibitors and can be used in whitening skin cream. The nutrients contained in pearls can promote the metabolism of skin cells, inhibit the growth of lipofuscin, enhance the vitality and elasticity of skin cells, and keep skin tender and white. The emergence of herbal series products will attract more domestic and foreign consumers to buy.

Pechin has always been focusing on the concept of "safety and practicality", focusing on the research and development of herbal series, dedicated to creating natural and mild high-quality skin care products, and perfectly performing "Chinese legend, oriental beauty". Among them, rhodiola rosea, motherwort and honeysuckle flower mainly supplement water and nutrients, balance and regulate the internal water circulation of skin, promote fluid production and nourish. Aloe and seaweed ingredients are mainly used to quickly replenish skin moisture, provide sufficient nutritional ingredients, moisturise and moisturise skin, and effectively improve skin dullness, rough lines, dryness and roughness, lack of elasticity and other problems. Pechin's long history has left a deep mark on people's hearts.

2.2. Current Situation of Domestic Cosmetics Export Trade

1.The basic situation of domestic cosmetics export

Since the reform and opening up, the national economy has grown significantly, and the cosmetics industry has also grown slowly. China's cosmetics market has already been in the forefront of the world, especially in Asian countries, and has become one of the fastest-growing industries in the national economy. China's cosmetics market is an emerging market. It is currently in a high-speed development stage and started late, but it is developing very fast. However, China's cosmetics market share and export trade volume still lag behind those of South Korea and European and American brands.

Pechin, a national brand founded in 1931, has almost disappeared to the top of domestic goods and cosmetics. Pechin has made great adjustments, and timely changes have made it possible to survive in today's era of trade exchange. Pechin was first used by a small number of people in China and is called a "middle-aged" product. In recent years, Pechin has adjusted its development direction and introduced new products, which are related to all ages. Also, with the support of the leaders of the country, Pechin's popularity has been greatly improved and its export trade volume has increased significantly, especially in Asian countries. Pechin has developed and grown from this, not only setting off a trend of domestic goods but also greatly increasing its international popularity and becoming a representative of Chinese cosmetics.

2.Analysis on the export scale of domestic cosmetics

In recent years, with the development of society and the progress of science and technology, people's living standards have been continuously improved. More and more people are pursuing fashion and beauty, which has led to a continuous increase in the export scale of cosmetics. In the past two years, the global economy has warmed up and led to a rebound in cosmetics consumption. The growth rate of China's cosmetics market has always been higher than the world average. According to the data in Table 2, the export volume and price of cosmetic products in China have increased in recent years, showing an overall upward trend.

Table 2. China's cosmetic exports and growth rate from 2015 to 2018

Year	2015	2016	2017	2018
Export volume (ten thousand tons)	27.62	27.65	32.38	38.86
Exports (US\$ 100 million)	20.82	20.66	25.28	30.59
Export growth rate	-	0.1%	17.1%	20.0%
Export growth rate	-	-0.8%	22.4%	21.0%

(Source: National Bureau of Statistics data collation)

From Table 2, it can be seen that China's cosmetic export volume and export volume showed an upward trend from 2015 to 2018. The growth rate of export volume and export volume are also on the rise, and the growth rate has increased significantly in the past two years. The latest statistics from the National Institute of Industrial Information show that the major domestic exporters include Shanghai Jahua, Canaan Group, Pechin and other small-scale enterprises, with their export market share accounting for 17.97% of the country's total. However, in recent years, with the improvement of product brand quality, the research and development of product technology, and the continuous adaptation to the personalized needs of consumers, Pechin's export market share increased from 1.5% in 2015 to 2.6% in 2018, ranking second in China's cosmetics export market share, and its brand rising trend is increasingly obvious.

3. Analysis on export direction of domestic cosmetics

In recent years, China's cosmetics industry has developed rapidly, the number of cosmetics production enterprises has increased rapidly, and the export of cosmetics is also showing a strong upward trend. In the early days, cosmetics were mainly sold to Japan, South Korea and Britain, with limited sales to countries. In recent years, the cosmetics market has developed rapidly. Due to the "state gift" effect, sales in Asia have increased significantly, especially in India, Thailand and Pakistan. In recent years, the export trade volume of the Middle East and South America has also increased. However, it is mainly concentrated in the United States, Japan, France and other countries. The specific situation is shown in Figure 1.

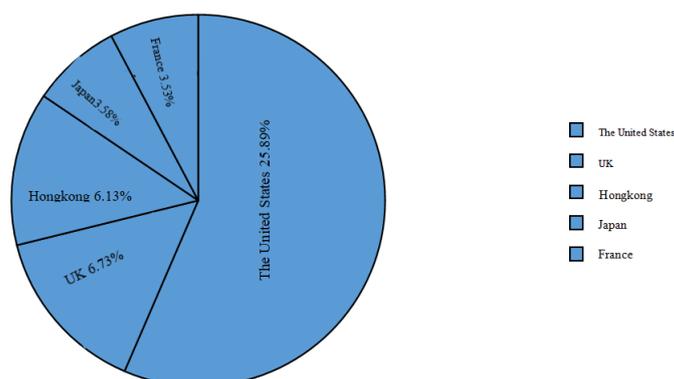


Fig 1. China's Cosmetic Export in 2018 top5 Countries

As can be seen from fig. 1, the "Pechin" selected for the high visit list package is mainly sold to the United States, the United Kingdom and friends in Hong Kong, followed by Japan and France. Pechin, mainly herbal skin care, adopts plant concept, is safe and non-irritating, and is easy to be favored by vast consumer groups compared with those chemical additives.

4. Analysis on the structure of domestic cosmetics export products

China's cosmetics export products are mainly cosmetic and skin care products, especially basic skin care products, which have the fastest growth rate. Take January-May 2018 as an example, China exported 65,000 tons of beauty cosmetics and skin care products, up 11.2% year on year. Looking at the export volume of beauty cosmetics and skin care products in China in the past five years, the annual compound growth rate is 7.23%. Male cosmetics have also developed in recent years, but the proportion is relatively small. In general, basic skin care products such as cosmetic water, essence and emulsion are the main products with strong export. Pechin series of products are numerous, and the basic set includes water, essence milk, facial cleaning, face cream, etc. According to the structure of export products in recent years, Pechin mainly exports basic skin care sets. Among the four series of products, herbs, sansheng flowers, sea secrets and air charm, sansheng flowers have the best sales volume, and mask series are frequently out of stock and have the best reputation. The second is physical care, such as glycerin, body milk, hand cream, etc. Pechin blue jar cream sold the best among them. In the Amazon of England, Pechin blue jar cream sold for 13.5 pounds, equivalent to RMB 120 yuan. Moreover, even for male skin care products, the sales volume of male skin care products is relatively small, but the overall trend is also on the rise.

3. ADVANTAGES OF CHINA'S COSMETIC EXPORT TRADE

3.1. The Price Is Relatively Low

The price of domestic cosmetics is at parity in the international market. Compared with the big European and American brands-Dior, Estee Lauder and Lan Zhi, the price is already cheap, so China's cosmetics still have advantages in terms of export trade. In recent years, the export volume of domestic cosmetics has shown an upward trend, and many domestic skin care products have also begun to be known and liked by foreigners. One of the reasons is that the price is cheap and the skin care effect is very good.

Pechin, as a representative of classic domestic products, has always adhered to the principle of "cheap and easy to use". Whether at home or abroad, the price of Pechin is quite affordable. The most important thing is that Pechin products have created a visual user-friendly price. All skin care products of this brand are made of herbal essence, free of alcohol and additives, with very mild ingredients. It can be said to be both affordable and useful. In winter, a bottle of ordinary moisturising vaseline can moisturise skin very well, and the price is only a few tens of dollars. This is why Pechin is so loved by people at home and abroad.

3.2. Chinese Herbal Cosmetics Are in the Lead

In recent years, with a continuous exposure of cosmetic product safety problems and people's pursuit of health concepts, more and more consumers pay more attention to product safety, and the consistent "green", "natural" and "organic" products have become a more common demand of the public. Domestic cosmetics cater to this trend. Chinese traditional medicine has a very long history of cosmetic and cosmetology. Since the pre-Qin period, China has been using natural Chinese herbal medicine to beautify the skin. In Qin, Han and Three Kingdoms period, Huangdi's Internal Classic and Huatuo's Secret biography also recorded a lot of drugs with cosmetic effects. For example, the active ingredients in Radix Angelicae Dahuricae, Rhizoma Atractylodis Macrocephalae, Rhizoma Bletillae, and Rhizoma Typhonii have the effect of promoting blood circulation and can be used as an additive for whitening facial mask. Cordyceps

sinensis has the effect of effectively improving human facial skin wrinkles. Benincasa seeds extract has strong inhibitory effect on melanocyte and tyrosinase activity, and can reduce melanin production.

Pechin, which has always been a safe skin care product, uses a plant formula to extract the plant moisturising essence and supplement the active nutrition and moisture required by skin. Compared with skin care products that rely on chemical components to achieve skin care effect, Pechin is safer and more lasting. Researchers have done a great deal of research on the active ingredients in Chinese herbal medicines and their pharmacological mechanism of separation and extraction. Using plant materials at 30 degrees north latitude to extract natural essence is safer. In recent years, there has been a "plant skin care" campaign in the international market, and major brands have launched herbal series, cosmetics, etc. However, Pechin is an "old brand" in the field of Chinese herbal medicine skin care. over the years, Pechin has been committed to natural skin care and is superior to other brands in the international market in terms of experience and effect.

3.3. Suitable for Different Skin Types of Consumers

China is a large country with a large population and a wide area. The population is distributed in different places, so the skin characteristics are different. It is precise because of this situation that cosmetics in China are suitable for consumers in different areas. One of the advantages of Chinese skin care products is that they are more suitable for Asian skin. Asian skin is mainly mixed skin. Most of the cosmetic lists are made of natural ingredients, and most of Chinese skin care products are mild and do not hurt skin. It can be said that Chinese skin care products are tailored for oriental people, which to some extent has created many potential consumers.

Pechin series products mainly include air series, water tender pure series, water tender doubling series, refined herbal series, water-energy series, and three flowers series. According to different age groups and skin types, there are corresponding series of products with strong pertinence. Pechin products vary in age and skin quality. For example, San Sheng Hua is mainly suitable for young women in their twenties and thirties. It is suitable for all skin types. The series is mainly aimed at women over 25 years old and under 30 years old with an imbalance of water and oil. The herbal essence series focuses on balancing water and oil and eliminating acne. The water-energy series is aimed at women around 30-40 years old, mainly for supplementing water and resisting oxidation.

3.4. Relevant Policy Support

If enterprises want to develop in the long run, it is not enough for them to rely solely on themselves. Especially in the export trade, the competition is more intense, and to some extent, government support is still needed. Cosmetic industry is no exception. Cosmetic industry policies have been paid much attention. In recent years, China has lowered the tax rate on consumption tax, especially on cosmetics exports, and cancelled many export restrictions. Some cosmetics VAT has been abolished, such as ordinary skin care and cosmetic products. Moreover, the tax items and names of cosmetics have also been changed, and the scope of collection includes packaged cosmetics, high-grade beauty and skin care products, etc. VAT and consumption tax restrictions have been lifted for retail export cosmetics. to promote the development of export trade, the state has always adopted the method of export tax refund for goods within the scope of value-added tax and consumption tax collection, i.e. the method of paying value-added tax first and then refunding tax after goods are exported. Cosmetics, as one of the 11 categories of consumer goods subject to consumption tax stipulated by the state, naturally enjoy the export tax rebate policy.

Pechin, too. Despite the emergence of many new brands, online Tmall is still able to win the sales championship of skin care brands in double 11 for many consecutive years, not only

through Pechin's reform, but also thanks to the support of policies. Pechin, one of many old brands, can still develop so well in today's globalisation era, which cannot be separated from policy support. Pechin sales were not outstanding at the beginning, but as Ms. Peng Liyuan presented the gift box of Pechin skin care as a national gift during her visit to Tanzania's "women's development foundation", she was able to return to the perspective of the Chinese people again with the support of the government. She also received more attention abroad. More and more foreigners bought Pechin and became well known abroad. Not only has the sales volume of Pechin been increased, but also the brand influence of Chinese cosmetics in export trade has been increased, which has effectively promoted the development of China's cosmetics export trade.

4. PROBLEMS IN CHINA'S COSMETIC EXPORT TRADE

4.1. Single Species, Lack of Characteristics

There are too many kinds of cosmetics and skin care products in China, but the makeup series is too few, and most of them still draw lessons from European, American and Korean makeup, lacking Chinese characteristics and not highlighting our advantages. Just like "Pechin", it has been developed again for policy reasons, but the categories are still too monotonous, skin care products are in the majority, and makeup series are less involved. However, in today's globalisation era, various types of cosmetics are surging and have their characteristics. If Pechin does not open up a market in makeup, then skin care products alone cannot develop for a long time and will soon become obsolete. Therefore Pechin should be perfected and advanced to a higher level. With its natural and harmless raw materials, if it can open up a new market in cosmetics, it will surely attract a large number of foreign consumers.

4.2. The Quality of Exported Cosmetics Needs to Be Improved

There are many domestic cosmetics brands and the quality of products is uneven. Some cosmetic brands are frequently exposed to add banned substances. There are more and more fake and inferior products, and cosmetics in all stalls are involved, especially famous brands and hot-selling products. There are many small and medium-sized cosmetics enterprises in China, but few large ones. However, small enterprises often fail to meet the quality standards for some reasons, and cannot realize that the product quality is the only way for an enterprise to survive and the long-term solution. Therefore, even if the profit is obtained in a short period, due to quality problems, the credibility is extremely low in the long run, which will affect the corporate image and is not conducive to the development of China's cosmetics export trade.

4.3. Independent Research and Development Capability Is Not Strong

Cosmetics industry is generally small and medium-sized enterprises, with low research and development capability and scientific research level, and lack of innovation capability. The development of product types and formulas still needs to draw lessons from Europe, America and South Korea. It is in the imitation stage and its independent innovation ability needs to be improved. According to statistics, the independent research and development capacity of foreign cosmetics such as European, American and Korean cosmetics is relatively high, with the proportion of investment in scientific research generally accounting for 8%-9% of sales. For foreign cosmetics, the independent research and development capacity of Chinese cosmetics is insufficient, and the research and development cost in cosmetics accounts for 3%-5% of sales on average. Looking at China's cosmetics enterprises, the one with higher popularity is Shanghai Jawa. Its investment in cosmetics research are relatively high, while other enterprises are too few. They are all small enterprises with relatively little research funds. However, most of the foreign big names are large enterprises, such as Givenchy, Dior, Estee Lauder, and the level of scientific research investment are quite high. Therefore, domestic cosmetics must strengthen

scientific research investment and develop innovative new products with Chinese characteristics.

4.4. Market Positioning Is Not Clear

In today's era, all kinds of products are flooding the international market. Finding the correct position in the international market can enable us to have a clear and definite goal. In this complex and changeable market competition, we will not be confused by some unexpected events and can survive for a long time and gain a firm foothold. In contrast, foreign markets such as Dior, Estee Lauder, Clinique and Lancome are mainly aimed at high-end consumers. L'Oréal Paris, for example, is mainly aimed at the male market. There are also some cosmeceutical brands, such as la roche-posay, which are mainly aimed at specific skin consumers. However, there are too many minority brands in China, covering too many areas and too few high-end cosmetics, mainly middle and low-end cosmetics. Also, the lack of enterprise management capability, low scientific research level and obvious lack of innovation capability make the market positioning unclear, leaving a big gap compared with big foreign brands. Therefore, to improve the level of cosmetics export trade, it is necessary to find a correct orientation and apply products of different stages of the population. Accurate positioning can get twice the result with half the effort and promote the development of China's cosmetic export trade.

4.5. The Relevant Legal System Is Not Perfect

Although the cosmetics market has promulgated new regulations and policies frequently in recent years, the current cosmetics market is not perfect and supervision is not sufficient. Otherwise there would not be so many fake and inferior products. This phenomenon exists not only in China but also in the international market. The inflow of foreign cosmetics is not all genuine and fake products still exist. Therefore, we should not only strengthen the improvement of the domestic legal system and crack down on counterfeiters but also strictly monitor foreign markets, strictly control foreign cosmetics and prohibit the inflow of counterfeit and inferior products. There is still a long way to go to perfect the laws and regulations, but they must be improved in all aspects, and criminals must be severely punished, and the behaviour of enterprises must be restrained by laws.

5. ANALYSIS OF COUNTERMEASURES TO PROMOTE THE DEVELOPMENT OF CHINA'S COSMETIC EXPORT TRADE

5.1. Measures Taken by Enterprises

1. creates a brand with Chinese characteristics

Whether an industry can survive depends on its quality. If the quality is not good, there may be a series of problems. Not only do they have some bad consequences for consumers themselves, but they also affect the reputation of the enterprise and cause bad consequences for the enterprise. In recent years, there are more and more brands in the international market, whether low-grade, medium-grade or high-grade. As brand is a concentrated expression of an enterprise's comprehensive ability level, it represents the leading level of a product or service in a certain market area. China is vast in territory and abundant in material resources. Chinese cosmetic enterprises should also give full play to this advantage, build brands with Chinese characteristics, and highlight the advantages of Chinese cosmetics.

Pechin, to successfully break through and enter the world, it is necessary to build a brand based on its characteristics. Brand is an important part of products, and brand is also the source of added value of products. It represents a consumer's identity, status, lifestyle, values, etc. At present, China's local cosmetics enterprises generally lack awareness of brand building and the homogenisation of products is serious. They have survived by specialising in CS channels for

many years. However, with the reduction of tariffs and the influx of overseas brands, Pechin cannot rely solely on the current production model. Foreign brands will gradually lose their advantages in channel and price. Therefore, to achieve long-term development and promote Pechin's international popularity, Pechin must implement brand strategy, strengthen brand planning, launch main brands, highlight key points, make full use of its advantages, build brands with Chinese characteristics, carry forward the Chinese culture highlighted by Pechin and build international influence.

2. Enhance quality awareness and improve product quality

In recent years, the trade volume of cosmetics exports has increased year by year, effectively promoting economic development. At the same time, the quality of cosmetics has also seen different situations, such as poor results, large pores and severe allergy of products. Since cosmetics have become an indispensable part of our life and have a direct interest in our skin, our skin can feel the quality of cosmetics sensitively. The quality problem of cosmetics has always existed. In recent years, the problem has become increasingly prominent. It is nothing more than that some manufacturers use illegal, substandard or hormone additives in the production of cosmetics for short-term benefits, which have seriously harmed the skin of users. If enterprises want to achieve long-term development, quality is the first. We must strengthen the self-discipline of the industry, increase the investment in cosmetics, improve the quality of cosmetics and create a good reputation.

Pechin has been developed to this day because of its natural pure herbal formula. Pechin will continue to maintain its initial development in the future and achieve consistent quality. Quality is the key to the survival of an enterprise. Having good quality can gain a good reputation. In the international market, one of the highlights of Pechin is its quality, which is inexpensive and practical.

3. To improve the innovation ability of product research and development

Strengthen independent research and development capability and invest a certain amount of cost and technology. The improvement of technical level and scientific research level is beneficial for domestic cosmetics to go out of the world, and the reduction of defective and inferior products can also improve the cosmetics exported by foreigners to China, thus strengthening the purchase of Chinese cosmetics. Enterprises should be innovative and develop various types of cosmetics, not limited to basic skin care. Cosmetic technology is not complicated, but it takes a lot of effort to do it well. If domestic cosmetics want to stand out in the international market, they must increase investment in research and development, develop different kinds of cosmetics and improve their innovation ability.

In the international market where all kinds of cosmetics flow, it is difficult for foreigners to remember if the product research and development ability is insufficient and innovation is lacking. Pechin still needs to devote more efforts to scientific research and develop new series of products. Cosmetic is a new trend, because there are not many Pechin cosmetic series. Adding Chinese elements to cosmetic series will surely attract many foreign consumers.

4. Find out the market orientation and make a good marketing strategy

Nowadays, the homogenisation phenomenon in cosmetics industry is serious. Finding the correct positioning and making good marketing strategies have become the key to the success of enterprises. In the era of economic globalisation, all kinds of cosmetics are flooding the market. If you want to stand out in the international market, you must find a correct position, do a good job in marketing strategies, and launch different products for consumers of different ages. Especially in product packaging, brand promotion, marketing and promotion to implement differentiated strategic measures.

Pechin has developed rapidly in recent years precise because of the reform in marketing. First of all, make full use of various festivals. To carry out some preferential activities on some special festivals, such as the "double eleven" activities in China and the "black five" activities abroad, etc., through appropriate price reduction activities, the overstock of stocks can be reduced, at the same time, profits can be appropriately made, old customers can be returned, which is conducive to the formation of long-term interests; The second is to improve the packaging. Use some exterior designs, including Chinese elements, rich in Chinese flavor or other patterns that can attract consumers to buy. Changes in packaging can indeed stimulate consumption. The last is the star endorsement. "Celebrity Effect" can bring obvious effects. Pechin has invited celebrities in recent years to speak for and promote it. The combination of full Chinese style and fashion stars has achieved remarkable effects. On the one hand, it shows the Chinese culture, on the other hand, it attracts a large number of consumers.

5.2. Measures Taken by the Government

1. Preferential policy support

The state can give appropriate support to the activities of passing on Chinese goods to some cosmetics. Just like "Pechin", as the national representative mission regards it as a national gift to the queen or wife of a foreign country and regards it as one of the national gift lists, it has saved a national enterprise and promoted the rise of a national enterprise. Pechin's support in policy has almost disappeared to the top of the double-eleven list for many consecutive years, with sales increasing year by year.

2. Provide information service support to avoid trade barriers

Government departments should strengthen network supervision, improve information service platforms, establish early warning and rapid response mechanisms, improve China's international technical standard system, strengthen exchanges between countries, and adjust relevant domestic policies promptly. Popularise anti-subsidy and anti-dumping rules to enterprises, pay close attention to other countries' laws, regulations and relevant standards on cosmetics and draw lessons from them. We will develop trade with many countries, strengthen regional cooperation, and actively avoid countries where trade barriers are prevalent.

3. Strengthen market supervision and crack down on fake and inferior products

Government departments should strengthen quality supervision. At present, the cosmetics market is under-regulated, which has led many small enterprises to fake, sell imitations and inferior cosmetics. The government should strengthen supervision, reform the existing management mode, and prohibit the export of inferior, substandard and cosmetics. To strengthen the guidance of consumer behaviour, to strengthen the guidance of the entire industry. Also, cosmetic export enterprises should pay close attention to them, make corresponding records, and severely punish fake and defective cosmetics enterprises, to improve the quality of China's cosmetics exports. In this way, it is conducive to the long-term development of China's cosmetics market in the international market and create a good image.

6. SUMMARY

To sum up, China's cosmetic export trade has both advantages and disadvantages. This paper takes Pechin as an example to study the export competitiveness of China's cosmetics and its impact on China's economic development and foreign trade. On the one hand, studying the analysis of China's cosmetic export competitiveness is conducive to the development of China's cosmetic market's foreign trade; Also, the cosmetics market has always been in a stage of intense competition. The inflow of foreign cosmetics is not conducive to the development of domestic cosmetics. Corresponding measures must be taken to improve the current situation faced by China's cosmetics market, make up for the shortage, enhance the influence of China's

cosmetics, develop China's unique brands and promote the development of China's cosmetics industry.

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