

4 October 2025

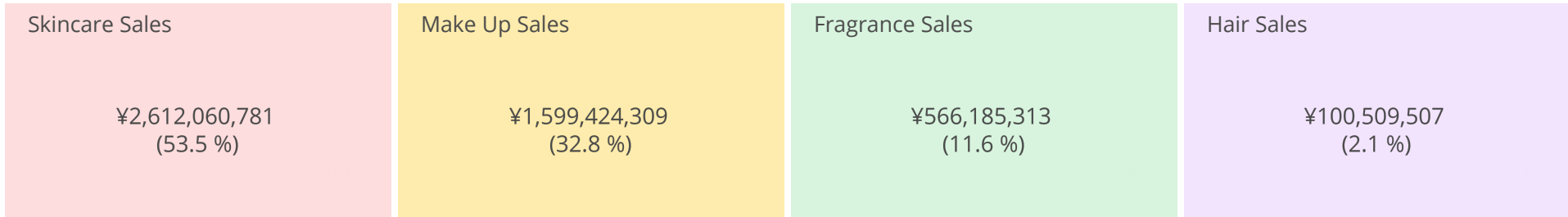
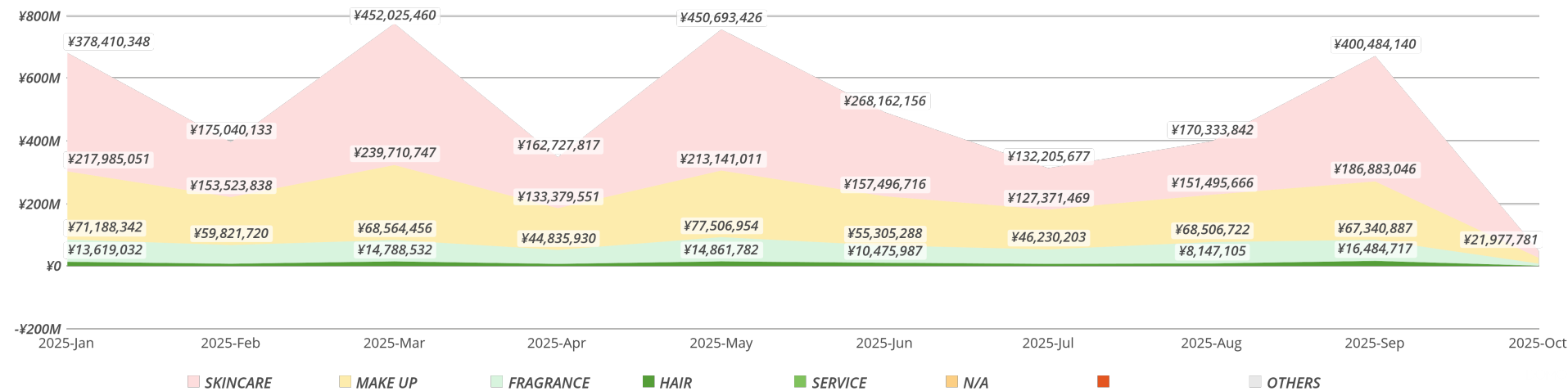
New - Category Performance

Owner

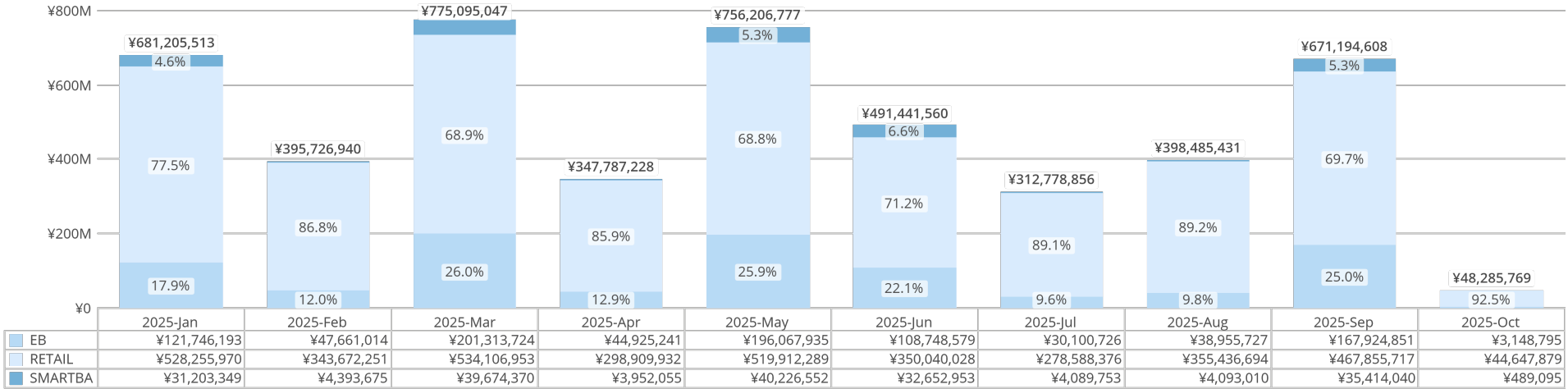
BI Service Account, China BI

Data Update To: 2025-10-03

Category Sales
by Month



Channel Sales
by Month



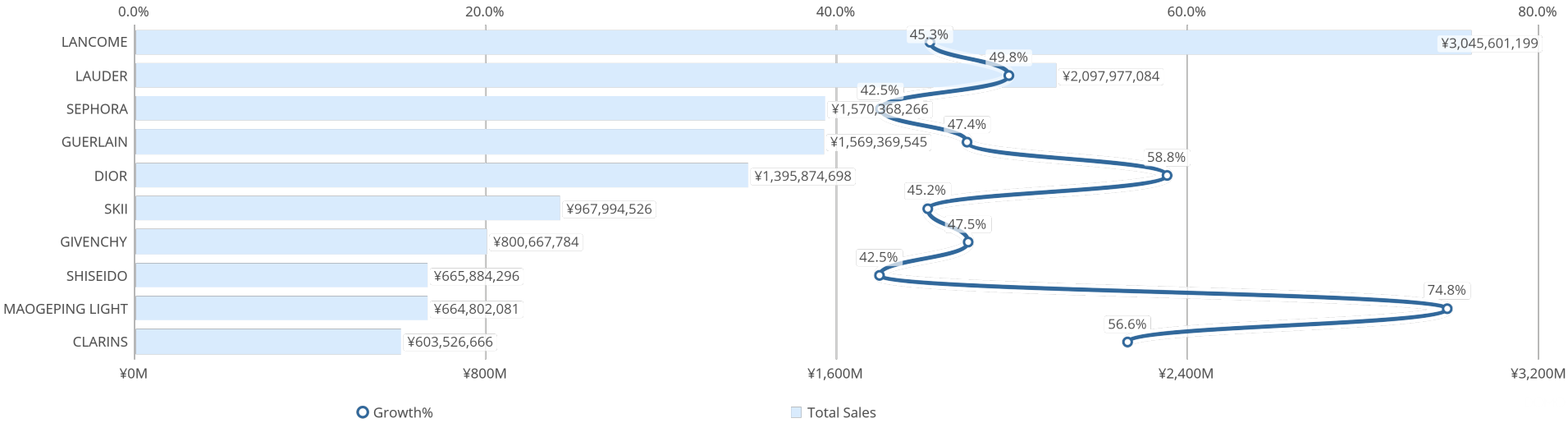
Select Dimension

Brand

▼

New - Category Performance

Top 10 Brand



Top 10 Brand

Select Dimension	Total Sales	SOB	Sales vs LY	EB Sales	EB Share	BM Sales	BM Share	Smart BA Sales	Smart BA Share
LANCOME	¥3,045,601,199	14.5%	45.3%	¥727,328,453	3.5%	¥2,090,277,484	9.9%	¥227,995,262	1.1%
LAUDER	¥2,097,977,084	10.0%	49.8%	¥594,837,814	2.8%	¥1,375,696,471	6.5%	¥127,442,800	0.6%
SEPHORA	¥1,570,368,266	7.5%	42.5%	¥341,144,301	1.6%	¥1,215,293,785	5.8%	¥13,930,180	0.1%
GUERLAIN	¥1,569,369,545	7.5%	47.4%	¥311,446,827	1.5%	¥1,182,301,548	5.6%	¥75,621,169	0.4%
DIOR	¥1,395,874,698	6.6%	58.8%	¥92,877,037	0.4%	¥1,283,256,092	6.1%	¥19,741,569	0.1%
SKII	¥967,994,526	4.6%	45.2%	¥223,030,978	1.1%	¥705,133,200	3.4%	¥39,830,348	0.2%
GIVENCHY	¥800,667,784	3.8%	47.5%	¥77,344,766	0.4%	¥712,160,367	3.4%	¥11,162,651	0.1%
SHISEIDO	¥665,884,296	3.2%	42.5%	¥193,032,305	0.9%	¥436,483,089	2.1%	¥36,368,903	0.2%
MAOGEPING LIGHT	¥664,802,081	3.2%	74.8%	¥112,614,067	0.5%	¥527,821,234	2.5%	¥24,366,780	0.1%
CLARINS	¥603,526,666	2.9%	56.6%	¥175,449,050	0.8%	¥388,143,027	1.8%	¥39,934,589	0.2%

New - Category Performance

By Day| By Date

By Date

Select Dimension 1

Channel

Select Dimension 2

Channel

Select Dimension 3

Channel

Sales Performance in This Year by Year
by Year

Date			2025																
Dimension 1	Dimension 2	Dimension 3	Total Sales	Value Difference	Growth%	SOB	vs LY in pts	Discount	Discount% off	vs LY in pts	ASP	Total Quantity	TOTAL SALES TOTAL	VALUE DIFFERENCE TOTAL	GROWTH% TOTAL	SOB TOTAL	VS LY IN PTS TOTAL	DISCOUNT TOTAL	DISCOUNT% OFF TO
GRAND TOTAL			¥4,878,207,727	-¥609,752,961	-11.1%	100.0%	0.0%	¥1,330,559,104	21.4%	5.2%	¥310	15,790,869	¥4,878,207,727	-¥609,752,961	-11.1%	100.0%	0.0%	¥1,330,559,104	21.
RETAIL	RETAIL	RETAIL	¥3,721,426,089	-¥721,138,788	-16.2%	76.3%	-4.7%	¥913,707,069	19.7%	5.2%	¥321	11,653,002	¥3,721,426,089	-¥721,138,788	-16.2%	76.3%	-4.7%	¥913,707,069	19.
EB	EB	EB	¥960,592,784	¥96,687,040	11.2%	19.7%	3.9%	¥341,252,975	26.2%	3.4%	¥267	3,603,315	¥960,592,784	¥96,687,040	11.2%	19.7%	3.9%	¥341,252,975	26.
SMARTBA	SMARTBA	SMARTBA	¥196,188,853	¥14,698,787	8.1%	4.0%	0.7%	¥75,599,060	27.8%	4.7%	¥369	534,552	¥196,188,853	¥14,698,787	8.1%	4.0%	0.7%	¥75,599,060	27.

New - Category Performance

Channel Sales Performance by Channel

Dimension 2		RETAIL										SMARTBA										EB	
Dimension 1		Total Sales	Value Difference	Growth%	SOB	vs LY in pts	Discount	Discount% off	vs LY in pts	ASP	Total Quantity	Total Sales	Value Difference	Growth%	SOB	vs LY in pts	Discount	Discount% off	vs LY in pts	ASP	Total Quantity	Total Sales	Value Diff
GRAND TOTAL		¥3,721,426,089	-¥721,138,788	-16.2%	100.0%	-4.7%	¥913,707,069	19.7%	5.2%	¥321	11,653,002	¥196,188,853	¥14,698,787	8.1%	100.0%	0.7%	¥75,599,060	27.8%	4.7%	¥369	534,552	¥960,592,784	¥96,668
RETAIL		¥3,721,426,089	-¥721,138,788	-16.2%	100.0%	-4.7%	¥913,707,069	19.7%	5.2%	¥321	11,653,002												
SMARTBA												¥196,188,853	¥14,698,787	8.1%	100.0%	0.7%	¥75,599,060	27.8%	4.7%	¥369	534,552		
EB																						¥960,592,784	¥96,668

By Channel Detail

Dimension 1	YTSD Sales	vs LY	Sales Share	vs LY in pts	WTD Sales	vs LY	Sales Share	vs LY in pts	MTD Sales	vs LY	Sales Share	vs LY in pts	YTD Sales	vs LY	Sales Share	vs LY in pts
GRAND TOTAL	¥14,443,537	-9.1%	100.0%	0.0%	¥79,491,804	-16.5%	100.0%	0.0%	¥48,285,769	-11.6%	100.0%	0.0%	¥4,878,208,422	-11.0%	100.0%	0.0%
RETAIL	¥13,383,533	-8.5%	92.7%	0.6%	¥72,741,131	-16.5%	91.5%	-0.0%	¥44,647,879	-10.5%	92.5%	1.1%	¥3,721,426,784	-16.1%	76.3%	-4.6%
EB	¥961,893	-18.2%	6.7%	-0.7%	¥5,960,975	-20.3%	7.5%	-0.4%	¥3,148,795	-28.5%	6.5%	-1.5%	¥960,592,784	11.2%	19.7%	3.9%
SMARTBA	¥98,111	9.6%	0.7%	0.1%	¥789,698	37.5%	1.0%	0.4%	¥489,095	46.4%	1.0%	0.4%	¥196,188,853	8.1%	4.0%	0.7%

New - Category Performance

Weekly Sales Performance
2025-09-22 ~ 2025-09-28Date Range

Dimension 1	Dimension 2	Dimension 3	Sales	Sales WoW %	WoW Amount	vs LY	Weekday Sales	Weekday WoW	Amount	Weekend Sales	Weekend WoW	Amount
EB	EB	EB	¥6,669,231	-30.5%	-¥2,924,517	-25.3%	¥4,662,828	-44.3%	-¥3,708,732	¥2,006,402	64.2%	¥784,215
	EB TOTAL		¥6,669,231	-30.5%	-¥2,924,517	-25.3%	¥4,662,828	-44.3%	-¥3,708,732	¥2,006,402	64.2%	¥784,215
EB TOTAL			¥6,669,231	-30.5%	-¥2,924,517	-25.3%	¥4,662,828	-44.3%	-¥3,708,732	¥2,006,402	64.2%	¥784,215
RETAIL	RETAIL	RETAIL	¥61,200,629	3.7%	¥2,172,082	-17.1%	¥38,784,948	8.2%	¥2,933,292	¥22,415,681	-3.3%	-¥761,210
	RETAIL TOTAL		¥61,200,629	3.7%	¥2,172,082	-17.1%	¥38,784,948	8.2%	¥2,933,292	¥22,415,681	-3.3%	-¥761,210
RETAIL TOTAL			¥61,200,629	3.7%	¥2,172,082	-17.1%	¥38,784,948	8.2%	¥2,933,292	¥22,415,681	-3.3%	-¥761,210
SMARTBA	SMARTBA	SMARTBA	¥672,353	-67.4%	-¥1,388,399	-12.7%	¥404,733	-78.3%	-¥1,461,671	¥267,620	37.7%	¥73,272
	SMARTBA TOTAL		¥672,353	-67.4%	-¥1,388,399	-12.7%	¥404,733	-78.3%	-¥1,461,671	¥267,620	37.7%	¥73,272
SMARTBA TOTAL			¥672,353	-67.4%	-¥1,388,399	-12.7%	¥404,733	-78.3%	-¥1,461,671	¥267,620	37.7%	¥73,272

Daily Sales by Channel

Dimension 1		EB					RETAIL					SMARTBA									
Date	Day	Sales	Quantity	Dimension 1 Mix	Growth%	Value Difference	Sales	Quantity	Dimension 1 Mix	Growth%	Value Difference	Sales	Quantity	Dimension 1 Mix	Growth%	Value Difference	Total SALES	Total QUANTITY	Total DIMENSION 1 MIX	Total GROWTH%	Total VALUE DIFFERENCE
2025-10-03	Fri	¥961,893	4,335	6.7%	-29.0%	-¥393,698	¥13,383,533	40,655	92.7%	-15.2%	-¥2,401,862	¥98,111	431	0.7%	-13.9%	-¥15,883	¥14,443,537	45,421	100.0%	-16.3%	-¥2,791,343
2025-10-02	Thu	¥1,100,020	5,351	6.9%	-39.2%	-¥708,298	¥14,680,902	45,128	92.1%	-11.3%	-¥1,875,722	¥167,448	698	1.0%	16.5%	¥23,661	¥15,948,370	51,177	100.0%	-13.8%	-¥1,727,351
2025-10-01	Wed	¥1,086,883	5,720	6.1%	-12.3%	-¥152,840	¥16,583,443	51,979	92.7%	-5.5%	-¥963,271	¥223,536	895	1.2%	192.9%	¥147,208	¥17,893,862	58,594	100.0%	-5.1%	-¥796,463
2025-09-30	Tue	¥896,457	5,978	8.5%	1.2%	¥10,538	¥9,589,549	24,840	90.9%	-20.7%	-¥2,503,444	¥68,912	285	0.7%	5.2%	¥3,386	¥10,554,918	31,103	100.0%	-19.1%	-¥2,448,476
2025-09-29	Mon	¥838,820	3,599	8.8%	-17.5%	-¥177,602	¥8,646,331	21,834	90.3%	-17.6%	-¥1,844,250	¥86,914	420	0.9%	2.1%	¥1,828	¥9,572,065	25,853	100.0%	-17.4%	-¥1,005,435
2025-09-28	Sun	¥1,076,903	4,548	9.7%	0.9%	¥10,040	¥9,857,373	27,219	89.0%	-27.0%	-¥3,640,564	¥144,777	773	1.3%	49.0%	¥47,585	¥11,079,052	32,540	100.0%	-24.4%	-¥2,569,507
2025-09-27	Sat	¥929,499	3,906	6.8%	-19.2%	-¥220,496	¥12,558,308	35,465	92.3%	6.1%	¥726,813	¥122,843	587	0.9%	25.8%	¥25,184	¥13,610,651	39,958	100.0%	4.1%	¥1,197,855
2025-09-26	Fri	¥823,004	3,700	6.8%	-26.3%	-¥292,961	¥11,226,499	28,027	92.7%	18.6%	¥1,758,892	¥59,836	236	0.5%	-47.2%	-¥53,400	¥12,109,339	31,963	100.0%	13.2%	¥1,075,939
2025-09-25	Thu	¥887,878	4,153	10.3%	-46.7%	-¥778,647	¥7,617,646	19,898	88.8%	-17.1%	-¥1,573,957	¥76,356	337	0.9%	-15.9%	-¥14,385	¥8,581,879	24,388	100.0%	-21.6%	-¥1,486,072
2025-09-24	Wed	¥790,049	3,810	10.5%	-37.6%	-¥475,328	¥6,661,720	17,206	88.5%	-24.0%	-¥2,104,978	¥71,720	323	1.0%	-31.4%	-¥32,896	¥7,523,488	21,339	100.0%	-25.8%	-¥1,308,448
2025-09-23	Tue	¥993,568	4,974	12.8%	-24.3%	-¥319,683	¥6,654,363	17,054	85.7%	-21.6%	-¥1,830,320	¥114,553	464	1.5%	4.2%	¥4,577	¥7,762,485	22,492	100.0%	-21.7%	-¥1,768,933
2025-09-22	Mon	¥1,168,330	7,264	14.8%	-13.5%	-¥182,800	¥6,624,720	16,950	84.1%	-47.3%	-¥5,937,247	¥82,270	362	1.0%	-47.6%	-¥74,830	¥7,875,319	24,576	100.0%	-44.0%	-¥4,061,928
2025-09-21	Sun	¥630,282	2,745	5.3%	-70.1%	-¥1,477,567	¥11,119,115	32,834	93.8%	-17.1%	-¥2,290,814	¥99,557	368	0.8%	-67.2%	-¥203,877	¥11,848,953	35,947	100.0%	-25.1%	-¥1,667,591
2025-09-20	Sat	¥591,906	2,588	4.6%	-66.5%	-¥1,173,260	¥12,057,776	36,420	94.6%	33.8%	¥3,048,459	¥94,791	333	0.7%	26.5%	¥19,835	¥12,744,473	39,341	100.0%	17.5%	¥7,686,713
2025-09-19	Fri	¥1,348,770	7,115	13.6%	4.1%	¥53,274	¥8,285,487	22,304	83.3%	-3.8%	-¥326,909	¥308,500	1,598	3.1%	275.2%	¥226,277	¥9,942,757	31,017	100.0%	-0.5%	-¥3,594,236
2025-09-18	Thu	¥2,300,026	7,108	22.6%	84.5%	¥1,053,679	¥7,313,523	19,360	71.8%	-5.8%	-¥448,823	¥574,970	1,677	5.6%	631.1%	¥496,326	¥10,188,519	28,145	100.0%	12.1%	¥9,139,696
2025-09-17	Wed	¥1,326,998	5,120	15.6%	-0.5%	-¥6,967	¥6,887,993	18,780	80.8%	-51.5%	-¥7,320,232	¥306,437	1,113	3.6%	235.6%	¥215,122	¥8,521,428	25,013	100.0%	-45.5%	-¥6,634,465
2025-09-16	Tue	¥663,378	3,134	8.6%	-53.5%	-¥764,042	¥6,916,174	18,187	89.2%	-48.9%	-¥6,622,243	¥171,472	598	2.2%	65.8%	¥68,062	¥7,751,024	21,919	100.0%	-48.6%	-¥5,987,646
2025-09-15	Mon	¥2,732,388	12,122	28.2%	127.4%	¥1,530,554	¥6,448,479	17,447	66.6%	-58.4%	-¥9,037,491	¥505,026	1,143	5.2%	287.7%	¥374,760	¥9,685,893	30,712	100.0%	-42.4%	-¥8,151,133
2025-09-14	Sun	¥1,526,749	6,551	13.2%	13.2%	¥178,606	¥9,777,558	26,544	84.6%	-9.0%	-¥964,638	¥251,939	714	2.2%	130.7%	¥142,728	¥11,556,246	33,809	100.0%	-5.3%	-¥9,029,507

Minis & More

Notification

由于无法直接通过自动化链路了解Furniture Type的时间戳，因此在计算Minis and More的share时会产生一定的偏差，若要获取相关的数值，请与Minis and More团队确认联系。

If_m&m_store = 1:

- 根据Merchan团队的Laura Yang给出的Minis&More的门店的list打标，可筛选出产生Minis&More销售的门店
- m&m_if_focus_store (= 1筛选出focus store的表现，同时包含m&m sku和非m&m sku) , m&m_sku_num, m&m_store_furniture_type 都是store维度的相关信息，所有If_m&m_store = 1的门店会包含这些信息。

If_m&m_store_sku = 1 :

- 根据Merchan团队的Laura Yang给出的Minis&More的SKU的list，结合store code和date信息进行打标，可筛选出产生Minis&More销售的门店中的Minis&More的SKU
- m&m_sku_if_on_pog, m&m_sku_price_range, m&m_sku_start_date, m&m_sku_end_date 都是SKU维度的相关信息，所有If_m&m_store_sku = 1的SKU会包含这些信息。

Page Filter：（会应用在整个页面上而不仅仅是此板块）

- 如果想看产生Minis&More的销售的门店的表现： If_m&m_store = 1
 - 在此基础上，如果想看focus store的总体表现（包含m&m sku和非m&m sku）： m&m_if_focus_store = 1
- 如果只想看Minis&More的表现： If_m&m_store_sku = 1
 - （筛选到产生Minis&More销售的门店中的Minis&More的SKU）
 - 在此基础上，如果想要筛选出focus store中的Minis&More SKU的表现： m&m_if_focus_store = 1

M&M Sales / Quantity by Channel by Channel

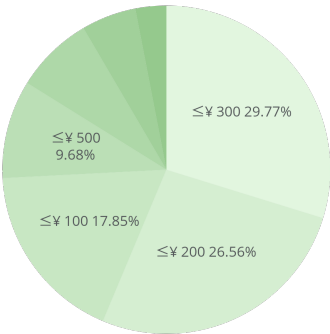
by Year

Date		2025									
Dimension 1	Dimension 2	Sales	Sales Adjusted	Quantity	Qty Adjusted	Sales Share	SALES TOTAL	SALES ADJUSTED TOTAL	QUANTITY TOTAL	QTY ADJUSTED TOTAL	SALES SHARE TOTAL
GRAND TOTAL		¥60,519,013	¥26,747,080	534,381	226,784	100.0%	¥60,519,013	¥26,747,080	534,381	226,784	100.0%
RETAIL TOTAL		¥59,294,001	¥26,175,507	521,389	221,506	97.9%	¥59,294,001	¥26,175,507	521,389	221,506	97.9%
	RETAIL	¥59,294,001	¥26,175,507	521,389	221,506	97.9%	¥59,294,001	¥26,175,507	521,389	221,506	97.9%
SMARTBA TOTAL		¥1,225,013	¥571,573	12,992	5,277	2.1%	¥1,225,013	¥571,573	12,992	5,277	2.1%
	SMARTBA	¥1,225,013	¥571,573	12,992	5,277	2.1%	¥1,225,013	¥571,573	12,992	5,277	2.1%

New - Category Performance

M&M Sales Share by Price Range

- ≤¥ 300
- ≤¥ 200
- ≤¥ 100
- ≤¥ 500
- ≤¥ 400
- ≤¥ 700
- ≤¥ 600



M&M Store Penetration

Store	Great Region	region	District	City	Store Type	Furniture Type	Sales Adjusted	Penetration	Qty Adjusted
GRAND TOTAL							¥26,747,080		534,381
6126 SEPHORA SHANGHAI FLAGSHIP	Shanghai	Shanghai	Shanghai South	Shanghai	Star	BTT	¥623,520	2.4%	13,533
6310 SEPHORA GUANGZHOU K11	South	Guangdong Bay	Great Guangzhou	Guangzhou	M	BOTF 4M	¥183,465	2.2%	4,300
6346 SEPHORA SHENZHEN COASTAL CITY	South	Guangdong Bay	Great Shenzhen	Shenzhen	S	BTG 4M	¥152,468	2.1%	3,480
6528 SEPHORA SH XIJIAO BAILIAN	Shanghai	Shanghai	Shanghai West	Shanghai	S	BTT	¥65,631	2.0%	1,615
6305 SEPHORA SHANGHAI NANJING EAST	Shanghai	Shanghai	Shanghai West	Shanghai	Star	BTT	¥619,878	2.0%	13,453
6309 SEPHORA SHANGHAI LU ONE	Shanghai	Shanghai	Shanghai East	Shanghai	M	BOTF 4M	¥127,583	2.0%	3,113
6364 SEPHORA SHENZHEN KING GLORY	South	Guangdong Bay	Great Shenzhen	Shenzhen	M	BTG 6M	¥143,460	1.9%	3,264
6371 SEPHORA ZHUHAI UT PLACE	South	Guangdong Bay	Guangdong	Zhuhai	M	BTG 4M	¥139,769	1.9%	3,313
6347 SEPHORA GUANGZHOU IGC	South	Guangdong Bay	Great Guangzhou	Guangzhou	M	BTG 6M	¥198,608	1.9%	4,176
6518 SEPHORA BJ DONGBA WANDA	Beijing	Beijing	Beijing East	Beijing	S	BTT	¥99,737	1.9%	2,361
6388 SEPHORA SH RAFFLES CHANGN	Shanghai	Shanghai	Shanghai West	Shanghai	M	BTG 4M	¥126,695	1.9%	3,005
6317 SEPHORA SHIJIAZHUANG MIXC	North	North	Great Tianjin	Shijiazhuang	M	BTG 6M	¥159,476	1.8%	3,844
6363 SEPHORA SH KERRY CENTER	Shanghai	Shanghai	Shanghai South	Shanghai	L	1M Gondola	¥223,608	1.8%	3,626
6523 SEPHORA BJ WUKESONG	Beijing	Beijing	Beijing South	Beijing	L	BTT	¥268,856	1.8%	6,297

Appendix

Category Performance | by SKU by S...

ticket_date	store_code	item_s
5/16/2025	6355	749164
5/16/2025	6355	750775
5/16/2025	6355	751415
5/16/2025	6355	753810
5/16/2025	6355	755960
5/16/2025	6355	758993
5/16/2025	6355	762915
5/16/2025	6355	763437