

4 October 2025

New - Sephora Collection

Owner BI Service Account, China BI

Controls
& Filters if_current contains Current Campaign
 This Year, by Month

Data Refresh Note - Store Sku:

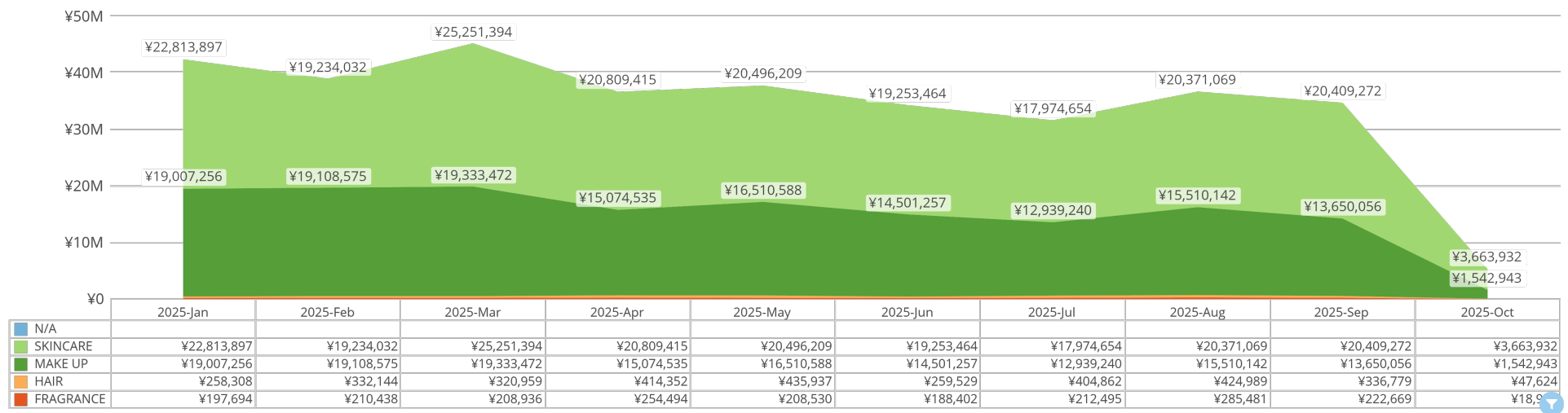
Data Updated to: 2025-10-03

Data Refresh Note - Trans:

Data Updated to: 2025-10-03

This Year Category Sales by Month
by Month

¥342,699,003Total Sales



Select SEB Dimension 1

Channel

Select SEB Dimension 2

Channel

Select SEB Dimension 3

Channel

Select SEB Dimension 4

Channel

New - Sephora Collection

This Year by Month Sephora Collection Sales
by Month

Date				2025-Oct							2025-Sep							2025-Aug						
SEB Dimension 1	SEB Dimension 2	SEB Dimension 3	SEB Dimension 4	Total Sales	SOB	Sales vs LY	Total Quantity	Margin	Margin%	Margin% vs LY in pts	Total Sales	SOB	Sales vs LY	Total Quantity	Margin	Margin%	Margin% vs LY in pts	Total Sales	SOB	Sales vs LY	Total Quantity	Margin	Margin%	Margin% vs LY in pts
GRAND TOTAL				¥5,273,482	100.0%	-8.4%	61,538	¥3,411,381	73.1%	1.3%	¥34,618,775	100.0%	-11.9%	511,624	¥21,974,341	71.7%	-1.7%	¥36,591,681	100.0%	-17.2%	529,918	¥23,219,850	71.7%	-1.5%
RETAIL	RETAIL	RETAIL	RETAIL	¥4,688,727	88.9%	-6.6%	51,978	¥3,073,750	74.1%	1.8%	¥23,813,480	68.8%	-18.4%	331,211	¥15,261,252	72.4%	-2.0%	¥29,170,646	79.7%	-14.2%	410,841	¥18,747,168	72.6%	-1.1%
EB	EB	EB	EB	¥532,619	10.1%	-25.8%	8,580	¥311,185	66.0%	-2.9%	¥9,907,706	28.6%	1.6%	162,862	¥6,201,308	70.7%	0.2%	¥6,991,153	19.1%	-28.6%	108,112	¥4,319,441	69.8%	-1.8%
SMARTBA	SMARTBA	SMARTBA	SMARTBA	¥52,137	1.0%	180.6%	980	¥26,446	57.3%	-12.1%	¥897,589	2.6%	161.1%	17,551	¥511,781	64.4%	-6.1%	¥429,882	1.2%	11.9%	10,965	¥153,240	40.3%	-33.3%



Sephora & Company Sales by Channel
by Month

Date	2025-Oct									2025-Sep									2025-Aug								
Seb Dimension 1	SEB sales	vs LY	Company Sales	vs LY	SEB Market Share	vs LY in pts	SEB Margin	SEB Margin %	SEB Margin% vs LY i...	SEB sales	vs LY	Company Sales	vs LY	SEB Market Share	vs LY in pts	SEB Margin	SEB Margin %	SEB Margin% vs LY i...	SEB sales	vs LY	Company Sales	vs LY	SEB Market Share	vs LY in pts	SEB Margin		
GRAND TOTAL	¥5,273,482	-12.0%	¥48,285,769	-11.6%	10.9%	-21.9%	¥3,411,381	73%	1.6%	¥34,618,775	-12.2%	¥671,194,608	24.7%	5.2%	-262.3%	¥21,974,341	72%	-1.8%	¥36,591,681	-15.4%	¥398,485,431	-24.9%	9.2%	144.3%	¥23,219,850		
RETAIL	¥4,688,727	-10.2%	¥44,647,879	-10.5%	10.5%	-18.4%	¥3,073,750	74%	1.8%	¥23,813,480	-17.9%	¥467,855,717	14.2%	5.1%	-227.0%	¥15,261,252	72%	-2.0%	¥29,170,646	-12.8%	¥355,436,694	-17.9%	8.2%	69.9%	¥18,747,168		
EB	¥532,619	-29.0%	¥3,148,795	-28.5%	16.9%	38.4%	¥311,185	66%	-0.2%	¥9,907,706	-1.3%	¥167,924,851	46.7%	5.9%	-417.5%	¥6,201,308	71%	-0.1%	¥6,991,153	-26.0%	¥38,955,727	-55.8%	17.9%	869.5%	¥4,319,441		
SMARTBA	¥52,137	189.7%	¥489,095	46.4%	10.7%	531.1%	¥26,446	57%	-10.5%	¥897,589	134.5%	¥35,414,040	148.3%	2.5%	-45.6%	¥511,781	64%	-6.2%	¥429,882	24.3%	¥4,093,010	-56.3%	10.5%	733.2%	¥153,240		



AB&AI by Channel within

SEB Dimension 1	TTL Trans	Quantity	AB	AI
GRAND TOTAL	2,478,336	6,067,381	¥138	2.4
SMARTBA	47,016	136,481	¥117	2.9
EB	818,706	1,690,197	¥112	2.1
RETAIL	1,612,615	4,240,703	¥151	2.6



Basket Penetration by EB, RETAIL, SMARTBA Store

Great Region	City	Store Name	Total Trans	SEB Trans	Basket Penetration	BP within Selec.brand	BP within Exclu.brand	BP within Mono.brand
GRAND TOTAL			5,377,576	1,595,454	29.7%	15.5%	21.3%	16.0%
Beijing	Beijing	6398 SEPHORA BJ SANLITUN TAIKOOLI	53,479	14,417	27.0%	15.6%	19.1%	13.6%
South	Guangzhou	6026 SEPHORA GUANGZHOU TEEMALL	50,183	13,373	26.6%	13.8%	20.0%	14.2%
East	Suzhou	6294 SEPHORA SUZHOU CENTER	47,006	11,932	25.4%	13.2%	17.8%	13.7%
Shanghai	Shanghai	6305 SEPHORA SHANGHAI NANJING EAST	46,653	13,832	29.6%	14.7%	18.5%	17.5%
Beijing	Beijing	6298 SEPHORA BEIJING HOPSON ONE	44,339	12,352	27.9%	14.8%	18.0%	15.5%
Beijing	Beijing	6177 SEPHORA BJ JOY CITY MEGA STORE	40,014	12,496	31.2%	17.5%	20.5%	16.6%
Beijing	Beijing	6086 SEPHORA BJ CHAOYANG JOY CITY	38,137	10,596	27.8%	16.1%	21.1%	13.7%
Shanghai	Shanghai	6126 SEPHORA SHANGHAI FLAGSHIP	37,077	10,997	29.7%	17.7%	22.4%	14.5%
East	Nanjing	6162 SEPHORA NANJING DEJI	36,867	10,370	28.1%	13.1%	16.5%	17.5%
West	Xi'An	6345 SEPHORA XI'AN SAGA	34,252	9,389	27.4%	15.8%	19.3%	13.6%

Hero / Newness

Hero

No data in filtered range

Newness

No data in filtered range

This Year by Month SKU Sales & Quantity
by Month

SKU	SKU Name	Category SEB	Date Franchise SEB	2025-Oct		2025-Sep		2025-Aug		2025-Jul		2025-Jun		2025-May		2025-Apr	
				Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity
GRAND TOTAL				¥5,273,482	61,538	¥34,618,775	511,624	¥36,591,681	529,918	¥31,531,251	579,807	¥34,202,652	804,248	¥37,651,263	805,756	¥36,552,795	685,711
738984	丝芙兰透亮元气霜	SKINCARE	Seed	¥1,281,717	10,172	¥3,866,174	31,355	¥3,068,979	20,581	¥2,102,278	14,927	¥3,216,904	32,066	¥4,844,652	46,481	¥4,035,447	40,911
649768	丝芙兰亮采精华液	SKINCARE	Good Skincare-Care	¥775,732	6,475	¥855,794	7,309	¥382,806	2,143	¥301,099	1,659	¥491,318	3,651	¥643,812	5,091	¥1,423,847	14,311
717900	丝芙兰丰盈蜜润唇釉-裸色02	MAKE UP	Outrageous	¥253,819	3,113	¥3,381,550	44,483	¥3,514,478	44,990	¥2,699,670	33,735	¥3,837,205	51,135	¥4,158,892	55,055	¥2,689,807	33,611
717901	丝芙兰丰盈蜜润唇釉-热情粉05	MAKE UP	Outrageous	¥231,583	2,659	¥2,655,252	34,719	¥2,794,795	36,188	¥2,133,843	27,051	¥2,731,185	36,382	¥2,606,872	37,796	¥258,979	4,711
713576	丝芙兰净肤柔和卸妆水	SKINCARE	Good Skincare-Cleanser	¥117,328	1,010	¥1,715,466	20,422	¥1,348,763	13,358	¥577,048	4,528	¥1,230,953	12,165	¥873,050	8,677	¥1,175,556	16,311
637075	丝芙兰舒缓修护安瓶面膜	SKINCARE	Peptide	¥112,384	799	¥1,673,010	18,270	¥1,525,519	15,317	¥1,340,817	13,326	¥962,659	9,795	¥1,527,948	17,573	¥1,640,018	20,111
764341	丝芙兰保湿补水面膜 5PCS	SKINCARE	Invisilk	¥92,921	1,118	¥1,114,975	18,979	¥1,293,602	22,298	¥1,038,743	18,307	¥780,028	14,478	¥442,037	8,813	¥2,277	-
637076	丝芙兰保湿莹润安瓶面膜	SKINCARE	Peptide	¥72,890	512	¥1,080,419	11,744	¥1,152,630	11,451	¥1,008,184	9,917	¥688,786	7,093	¥1,211,382	14,012	¥1,255,547	15,511
738996	丝芙兰修护菁华霜	SKINCARE	Seed	¥54,241	280	¥347,790	2,412	¥290,697	1,493	¥198,505	1,019	¥155,075	1,025	¥1,933	14	¥4,570	-
764342	丝芙兰保湿滋养面膜 5PCS	SKINCARE	Invisilk	¥49,538	611	¥676,155	11,793	¥759,735	12,461	¥646,202	10,715	¥519,508	9,704	¥245,500	5,057	-	-
450468	丝芙兰丰盈蜜润唇釉-少女粉	MAKE UP	Outrageous	¥47,176	979	¥438,652	7,885	¥382,085	4,926	¥327,595	4,251	¥456,229	6,749	¥824,874	13,397	¥503,112	6,411
637077	丝芙兰提拉紧致安瓶面膜	SKINCARE	Peptide	¥46,854	331	¥701,645	7,656	¥815,620	7,827	¥733,157	6,786	¥442,414	4,489	¥778,774	8,744	¥683,282	8,411
731518	丝芙兰温和洁颜卸妆膏	SKINCARE	Good Skincare-Cleanser	¥45,969	272	¥175,385	1,257	¥971	6	-	-	-	-	-	-	-	-
691957	丝芙兰丝滑亲肤多用润化妆棉 225片	SKINCARE	-	¥39,278	1,083	¥649,379	23,884	¥363,983	9,323	¥298,880	7,554	¥381,443	11,725	¥362,273	11,319	¥344,881	14,711
764343	丝芙兰保湿透亮面膜 5PCS	SKINCARE	Invisilk	¥38,315	442	¥451,724	7,746	¥800,891	13,160	¥658,485	10,836	¥429,399	7,569	¥217,713	3,971	¥1,435	-
738993	丝芙兰修护精华水	SKINCARE	Seed	¥34,220	197	¥221,631	1,656	¥222,568	1,281	¥163,142	928	¥130,982	929	¥74,551	552	¥32,703	3,111
660618	丝芙兰三效眉笔 04深棕色	MAKE UP	Brow	¥33,803	313	¥228,694	2,295	¥247,020	2,246	¥137,028	1,225	¥164,225	1,677	¥236,587	2,771	¥265,150	3,111

Sephora Collection Campaigns

Current / Previous

All values (2)

Previous Campaign

Current Campaign

Select (Excludes)

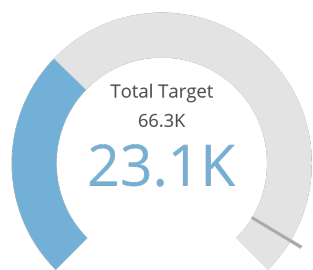
Select

Campaign Info

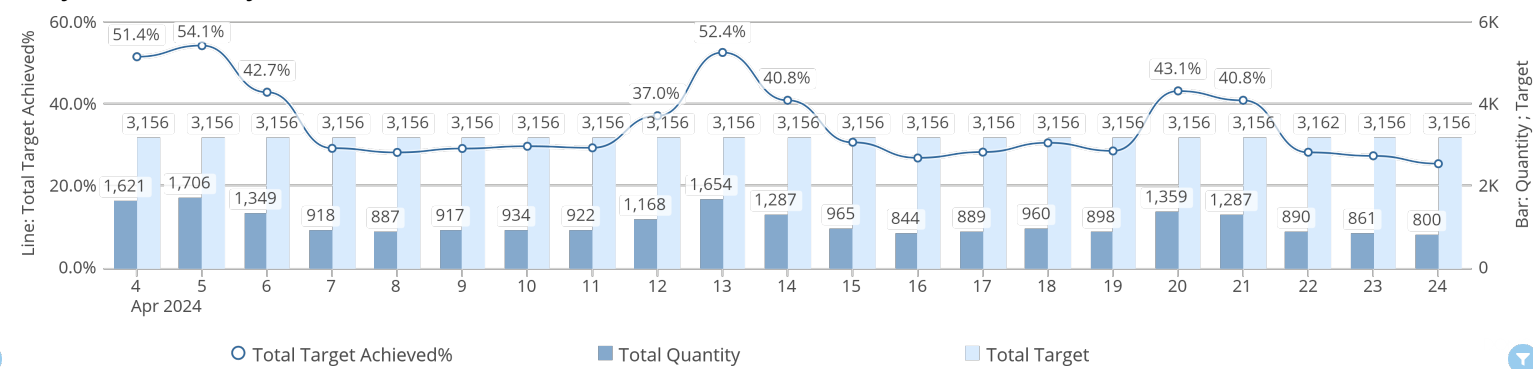
Campaign	Start Date	End Date	Mechanism
2024 Matte Story	2024-04-04	2024-04-24	Total Target=Total tracking period (21 days) * Daily Store Target Qty Daily Store TTL Target Qty: Store Type S/M: 6; L/XL: 12; XXL/STAR: 18 Inc.Soft Matte & Easy Target Qty: S/M: 3; L/XL: 6; XXL/STAR: 9 + Face Makeup Target Qty:S/M: 3; L/XL: 6; XXL/STAR: 9 Key Item: Soft Matte & Easy, Key Item Target Qty: S/M: 3; L/XL: 6; XXL/STAR: 9

New - Sephora Collection

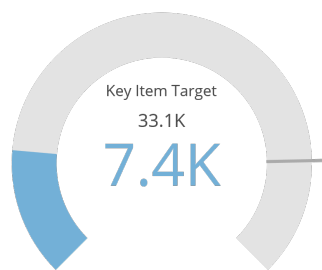
Total Target Achieved %
34.9%



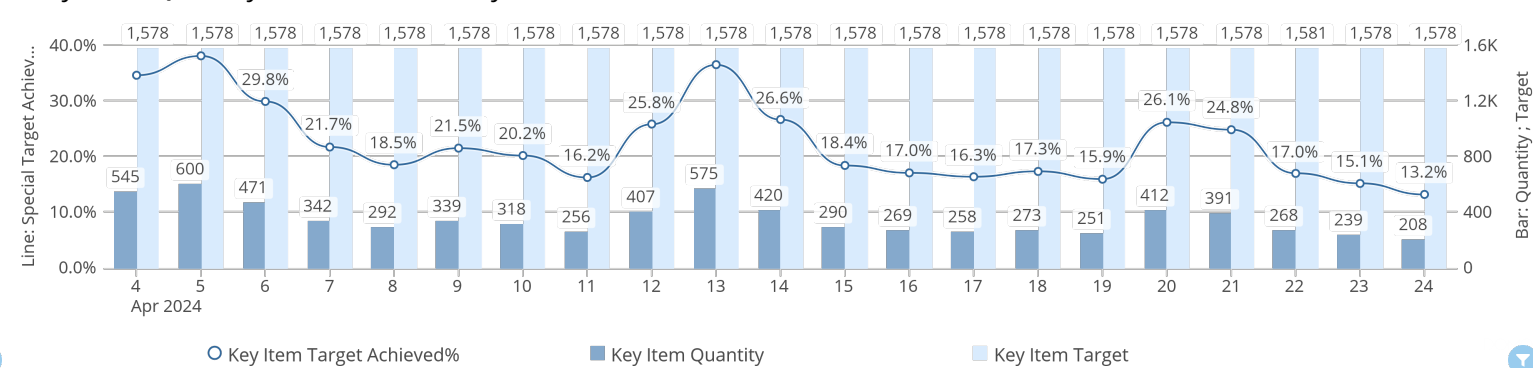
Daily Sales Quantity Performance



Key Item Target Achieved %
22.4%



Daily Sales Quantity Performance -- Key Item



Sales Performance | Click to drill to city level

Great Region	Total Sales	Total Quantity	Total Target	Total Target Achieved%	Key Item Sales	Key Item Quantity	Key Item Target	Key Item Target Achieved%
GRAND TOTAL	¥2,355,724	23,116	66,282	34.9%	¥698,777	7,424	33,141	22.4%
South	¥480,194	4,691	14,364	32.7%	¥125,383	1,296	7,182	18.0%
West	¥552,898	5,301	13,236	40.0%	¥159,334	1,652	6,618	25.0%
East	¥464,569	4,668	13,608	34.3%	¥153,332	1,669	6,804	24.5%
Shanghai	¥241,782	2,334	7,938	29.4%	¥64,136	662	3,969	16.7%
Beijing	¥303,497	3,003	8,316	36.1%	¥104,650	1,174	4,158	28.2%
North	¥312,783	3,119	8,820	35.4%	¥91,942	971	4,410	22.0%

New - Sephora Collection

Campaign SKU

SKU Code	SKU	Total Sales	% Sales	Total Quantity	% Qty
GRAND TOTAL		¥2,355,724	100.0%	23,116	100.0%
555310	丝芙兰持妆定妆喷雾	¥200,205	8.5%	1,754	7.6%
614280	丝芙兰轻雾哑光唇釉 02	¥188,883	8.0%	2,010	8.7%
612605	丝芙兰丝柔清透散粉01 透明	¥187,350	8.0%	1,168	5.1%
388041	丝芙兰柔焦保湿妆前啫喱	¥150,456	6.4%	1,707	7.4%
614279	丝芙兰轻雾哑光唇釉 01	¥140,817	6.0%	1,508	6.5%
645666	丝芙兰致美无瑕粉饼 04P	¥93,245	4.0%	711	3.1%
614281	丝芙兰轻雾哑光唇釉 03	¥85,285	3.6%	918	4.0%
614285	丝芙兰轻雾哑光唇釉 07	¥83,616	3.5%	892	3.9%
645667	丝芙兰致美无瑕粉饼 06Y	¥69,779	3.0%	534	2.3%
528443	丝芙兰亮彩单色腮红 01羞涩如你	¥69,698	3.0%	1,039	4.5%
645668	丝芙兰致美无瑕粉饼 03N	¥68,857	2.9%	520	2.2%
614282	丝芙兰轻雾哑光唇釉 04	¥58,259	2.5%	610	2.6%
583229	丝芙兰致美无瑕光彩粉底液 10N	¥57,296	2.4%	442	1.9%
645663	丝芙兰致美无瑕粉饼 08N	¥54,818	2.3%	421	1.8%

SUMO CARD

Sephora Collection | By SKU By Store | Daily

campaign_id	ticket_date	item_sku_name	category	store_name	store_type	sales_amt_vat	cogs_amt	discount_amt
	4/29/2025	丝芙兰补水保湿面膜	SKINCARE	6046 SEPHORA BEIJING LONGDE	XL			
	4/29/2025	丝芙兰修护保湿面膜 5pcs	SKINCARE	6318 SEPHORA BJ CHINA WORLD ...	XXL			
	4/29/2025	丝芙兰修护保湿面膜 5pcs	SKINCARE	6184 SEPHORA BEIJING BHG SHU...	XL			
	4/29/2025	丝芙兰抗皱保湿面膜 5pcs	SKINCARE	6239 SEPHORA CHANGSHA MIXC ...	M			
	4/29/2025	丝芙兰舒缓保湿面膜 5pcs	SKINCARE	6365 SEPHORA YANGZHOU LIVIN...	L	129	26.74	