

Coco Ho

BSc Economics (Data Science & Analytics)

Singapore Management University

[github.com/yourusername/glossier-asia-market-entry](https://github.com/yourusername/glossier-asia-market-entry)

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# Glossier Asia Market Entry Strategy

# Project Objective & Approach

Content:

- Evaluate Glossier's expansion potential in 6 Asian markets
- Use quantitative and qualitative indicators to assess market fit
- Assign Go/No-Go recommendations



# Project Objective & Approach

- Collected market data:
  - Population (18–34), GDP per capita, e-commerce penetration
  - Beauty market size & spend
- Assigned subjective scores (1–5):
  - Competitor saturation, cultural fit, localization difficulty
- Mapped final go-to-market recommendation for each country
- Ranked markets by strategic alignment with Glossier's DTC model



# Metrics Tracked (Quantitative)

Population aged  
18-34



GDP per Capita  
(USD)



Urbanization  
Rate (%)



Beauty  
Market Size



Beauty Spend  
Per Capita



E-commerce  
Penetration



# Metrics Tracked (Qualitative, scored 1-5)

**Competitor  
Saturation**



**Regulatory  
Complexity**



**Cultural  
Fit**



**Localization  
Challenge**



# Summary Dashboard (Excel Output)

	G	P	R	D	K	N
	Singapore	Japan	South Korea	Indonesia (Urban)	Hong Kong	China
Population (18–34)	1.32 million	25 million	10.7 million	72.7 million	1.23 million	315 million
GDP per Capita (USD)	84734	36990.33	36113	4876	50532	12614
Urbanization Rate (%)	1	0.9204	0.8146	0.59	1	66.16% (2023)
Beauty Market Size (USD)	1245.0 million	36.0 billion	17.45 billion	9.17 billion	2.3 billion	69.4 billion (2023)
Beauty Spend per Capita (USD)	211.32	15.8 billion (2022)	99.4	27.2	317.04	51.45 (2025)
E-commerce Penetration (%)	0.588	0.85	0.769	0.32	0.809	0.6
Top Beauty Platforms	Watsons Guardian Sephora	Rakuten Amazon @cosme	Olive Young Chicor Hwahae	Shopee Sociolla Tokopedia Tiktokshop	Watsons SaSa	Tmall JD.com Pinduoduo
Competitor Saturation (1–5)	2	4	5	3	3	5
Import Regulation Complexity (1–5)	1	3	3	4	2	4
Cultural Fit (1–5)	5	3	4	4	5	3
Language/Localization Challenge (1–5)	1	4	4	3	2	5
Go-to-Market Recommendation	Strong "Go"	Wait & Localize	Go, with targeted digital-first strategy	Go, Urban DTC-only launch with organic influencer strategy	Go, Strong strategic fit with minimal friction	Go, Carefully, via cross-border DTC with full localization
Market Priority Ranking	1	6	4	3	2	5

# Go-to-Market Recommendations

Country	Recommendation	Rank
Singapore	✓ Strong Go – DTC launch + pop-up	1
Hong Kong	✓ Go – Strategic DTC fit	2
Indonesia (Urban)	✓ Go – Urban DTC only	3
South Korea	⚠ Go with caution – digital-first strategy	4
China	⚠ Go – via CBEC, heavy localization	5
Japan	🟡 Wait & Localize	6

# What I Learned

## Business & Data Insights:

- Built end-to-end market entry framework from scratch
- Combined real-world data with strategic thinking
- Strengthened Excel storytelling and data sourcing skills
- Applied consulting-style prioritization to consumer brand strategy

“This project reflects how I think through ambiguous business problems with structure and data.”

