	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