

Global Trade with Alibaba.com



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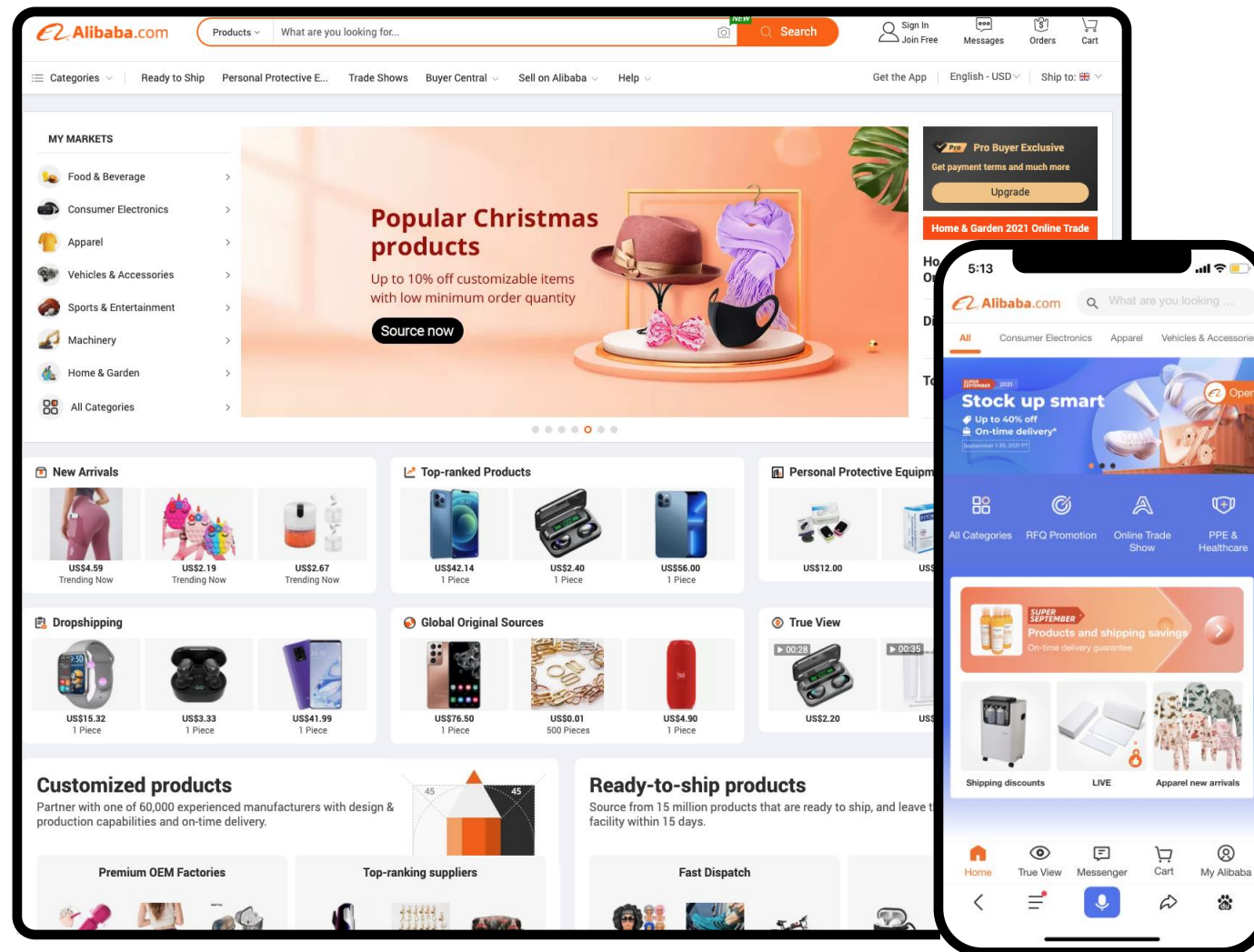
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About Alibaba.com

The leading B2B e-commerce platform for global trading

THE LEADING B2B E-COMMERCE PLATFORM FOR GLOBAL TRADING





WE FOCUS ON GLOBAL TRADE FOR MORE THAN 20 YEARS.



Active buyers

40m+



Years of industry

20+



Suppliers

200,000+



Industries covered

40



Counties and regions

200+



Product categories

5,900



Languages supported

18



Products

200m+

Top buying countries & regions

Rank	Market	Rank	Market
1	United States	11	Japan
2	United Kingdom	12	Cambodia
3	Canada	13	Russia
4	Australia	14	Saudi Arabia
5	Mexico	15	Nigeria
6	Germany	16	Peru
7	Netherlands	17	Italy
8	Philippines	18	Thailand
9	France	19	Singapore
10	South Korea	20	Spain

Top supplying categories and countries

<ul style="list-style-type: none"> New Energy Machinery Consumer Electronics 	<ul style="list-style-type: none"> Home & Garden Sports & Entertainment 	<ul style="list-style-type: none"> Mainland China
<ul style="list-style-type: none"> Gifts & Crafts 	<ul style="list-style-type: none"> Home & Garden 	<ul style="list-style-type: none"> India
<ul style="list-style-type: none"> Apparel 		<ul style="list-style-type: none"> Pakistan
<ul style="list-style-type: none"> Beauty & Personal Care 		<ul style="list-style-type: none"> South Korea Italy
<ul style="list-style-type: none"> Food & Beverage Agriculture 		<ul style="list-style-type: none"> Italy Turkey Vietnam Malaysia Thailand Japan United States



Manufacturers

- Strict on quality
- Transform ideas into reality



Wholesalers

- Look for deals
- Source in large quantities
- Perform due diligence



Retailers

- Follow new trends
- Seek partnerships
- Have less to spend



Online Business Owner

- Build digital-first brands
- Leverage digital solutions to turn passions into businesses



Service providers

- Need parts & components
- Timely inventory

**THEY ARE INTELLIGENT, ASPIRING,
AND INDEPENDENT THINKERS
WHO ARE ALWAYS INTERESTED IN LEARNING NEW THINGS.**

02

Sourcing Challenges in DE

German SMEs are facing a set of unprecedented challenges

Inflation

A good third of German SMEs believe that they will have to accept financial losses due to inflation.
(RND, 2023)

Looming recession

Optimism is falling among German Mittelstand leaders, with nearly six in ten (59%) expecting a recession in 2023
(J.P. Morgan)

Insufficient Digitization

66% of all German companies consider themselves to be lagging behind in the shift towards Industries 4.0 or have already been left behind. (Bitkom)

Digital Sourcing

German SMEs global online market place spending is 18%.; 73% of offline & domestic buyers expressed willingness to increase online procurement.

(Alibaba.com x Kantar
<2022 German 2B Brand Research>)

Dynamic Supply Chains

Global shipping cost returns to pre-pandemic levels. Running long-distance and short-distance procurement in parallel results in improved delivery reliability, increased supply chain management flexibility, and lower overall costs.

(Economist)

Cost Optimization

More companies are focusing on initiatives like cost-optimization to identify and minimize sources of spending. They will be looking to optimize their supply chains by identifying those service providers that can offer the best pricing

(Economist)

**01 Digitization
of processes**

**02 Lower
Costs**

**03 Secure
trading**

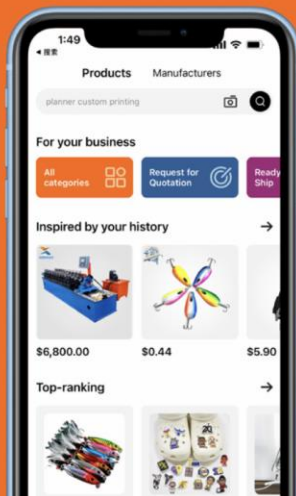
Search

Search by products

- Millions of products
- Source for resale or individual use
- Prices, shipping fees, and dispatch time displayed

Search by manufacturers

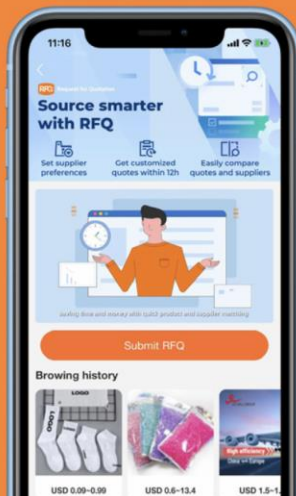
- A wide range of manufacturers
- Source bulk and customized products
- Specification fulfillment



RFQ

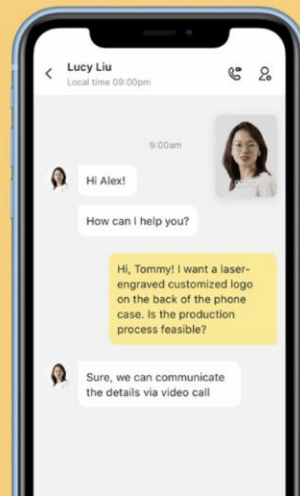
(Request for Quotation)

- Intelligently matches buyers' product or service requests to relevant suppliers, who then compete for their business
- Often receive numerous responses in under 12 hours



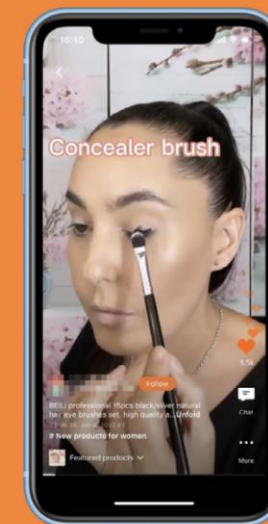
Messenger

- Contact suppliers in real time about products and services via preset or customized inquiries
- See when suppliers are active so as to optimize requests



LIVE

A platform for buyers and suppliers to interact in real time, no matter their location.



True View

A dedicated feed allowing buyers to discover trending products via short-form video content.

Virtual Reality Showroom

Immersive virtual tours granting buyers exclusive access to factories and showrooms.



MARCH EXPO

Held every March, this month-long promotional event provides buyers with new products, new services, new suppliers, and new possibilities.

SUPER SEPTEMBER

The largest annual promotional event on Alibaba.com, our September event is the perfect opportunity for businesses to stock up on inventory in time for the holiday season.

Online Trade Show

Industry-specific promotional events to help buyers source products, discover the latest industry trends, and interact with high-quality suppliers.

ELITE PARTNER EVENT

Monthly showcases designed to help pair buyers seeking top OEM/ODM manufacturers or up-and-coming brands with third-party verified and inspected suppliers more efficiently.

&

Financial Support

Interest-free deferred payments.

Businesses can unlock up to US \$50,000 in interest-free credit* for their orders through Payment Terms: 30/60 Days on Alibaba.com.
(* Terms and conditions apply)

1P Assurance

Assurance included when paying via Alibaba.com.



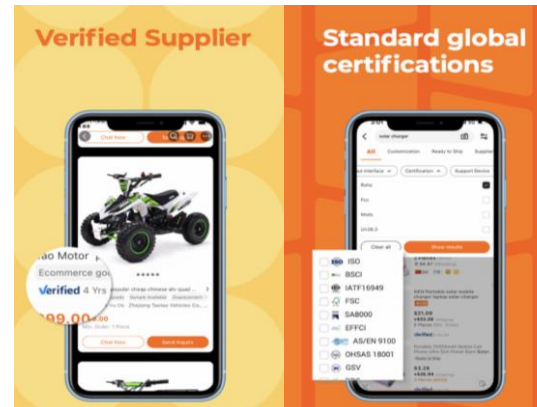
Trade Assurance

- Payment terms: 30/60 days
- Buy now, pay later
- On-time delivery guarantee
- Local Stock
- Easy Return
- Local Service

Supplier Verification

Supplier verification through independent 3P provider.

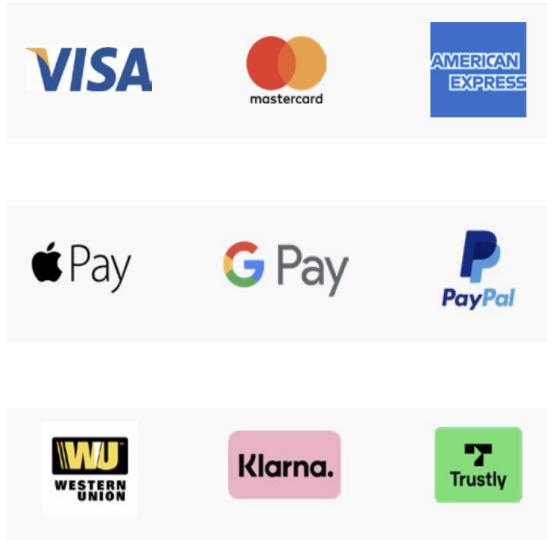
Verified



 **TÜVRheinland®**
Genau. Richtig.

Payment Methods

A variety of safe and cheap payment methods on many currencies.



03

Beauty & Personal Care Trends

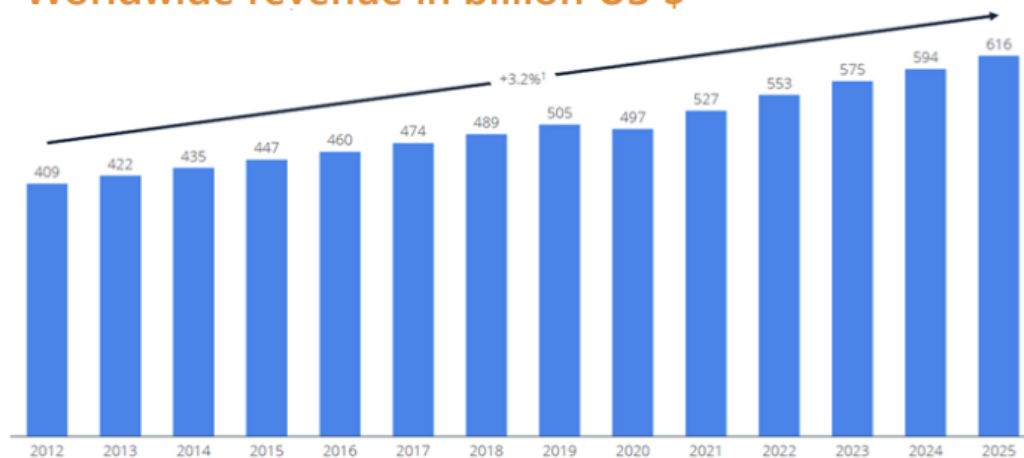
The beauty and personal care industry is growing rapidly. In 2025, the beauty and personal care market is forecasted to be worth US \$616 billion worldwide.

This uptrend in beauty products can be seen on Alibaba.com as well. By September 2021, we recorded a 129% year-on-year (YoY) growth in the general merchandise value (GMV) of the beauty market. There was also an 85% increase in unique visitors (UV) in the same period.

Countries from both North America and Europe filled the top five market positions by buyer volume.

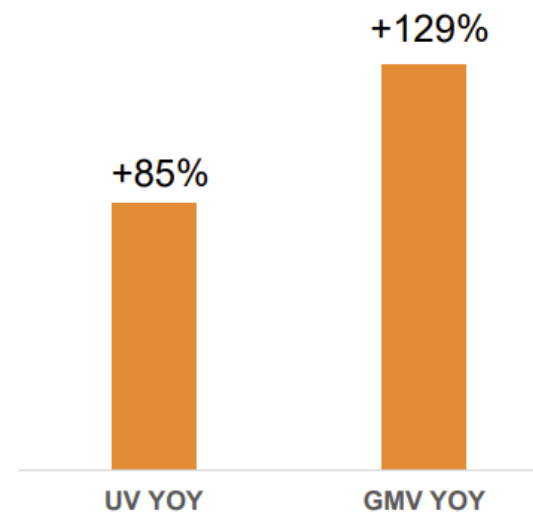
Performance on Alibaba.com

Worldwide revenue in billion US \$



Data Source: Statista Consumer Market Outlook 2020

Beauty & Personal Care Industry Growth
(Sept. 2021 vs. Sept. 2020)



Data Source: Alibaba.com

Top 5 Countries
(Ranked by Buyer Volume)



Skincare occupies 13% of the traffic in the beauty industry, and it's one of the fastest growing categories at Alibaba.com.

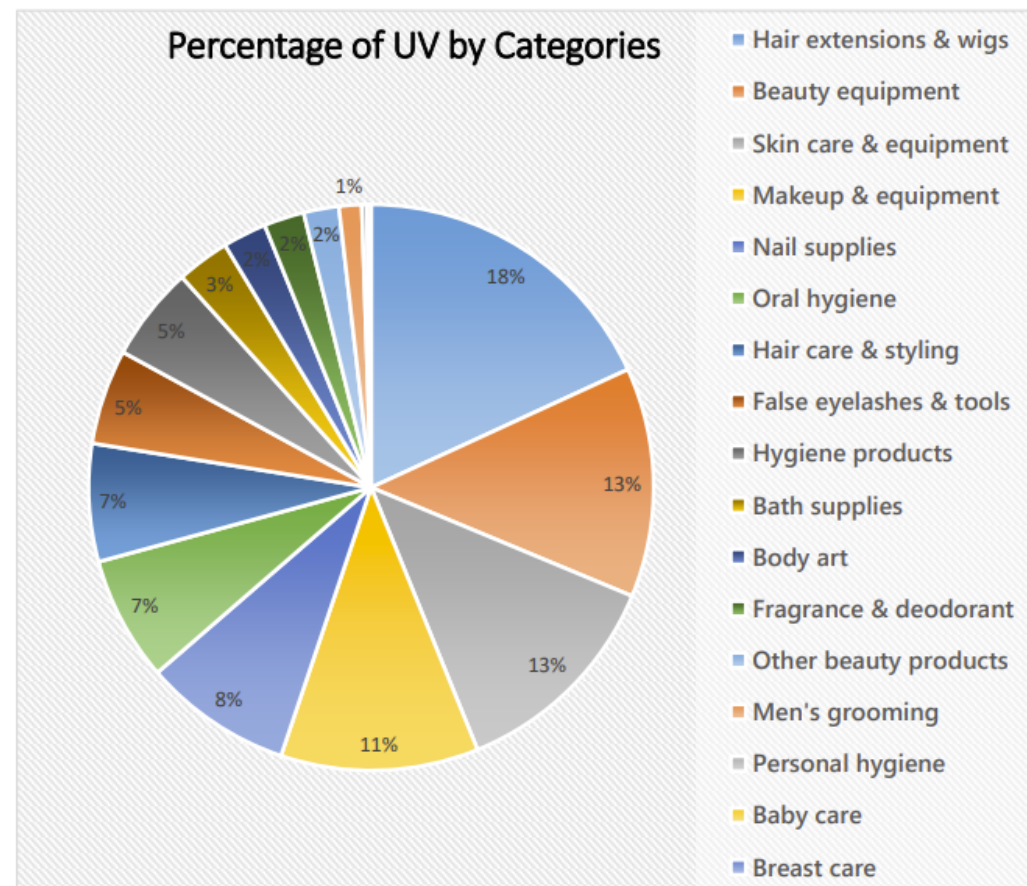
Skincare hot search keywords

face mask
 skin care
 skin care set
 essential oil
 breast enhancement cream
 wax
 korean cosmetics
 body scrub
 slimming cream
 cream
 body lotion
 eye mask

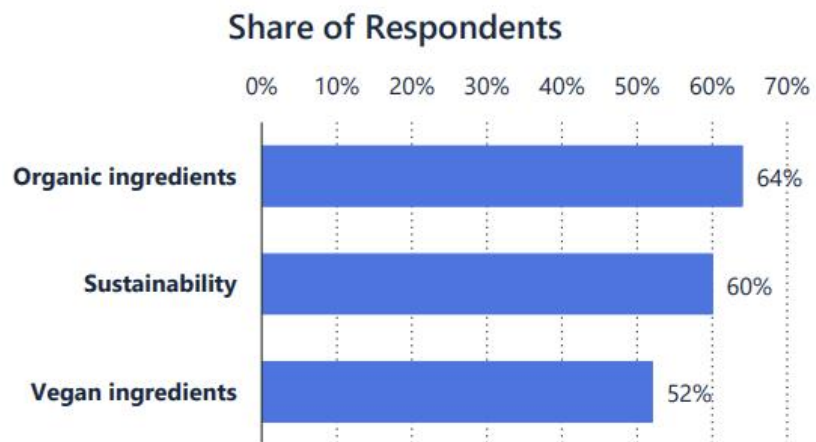
Skincare trending keywords

breast enhancement cream
 korean cosmetic
 hair removal cream
 hand cream
 butt enhancement cream
 lotion
 collagen serum
 hyaluronic acid serum
 korean cosmetics
 aloe vera gel
 sleep
 cetaphil

We can see that facial care and body care products were among the top trending keywords over the last 30 days.

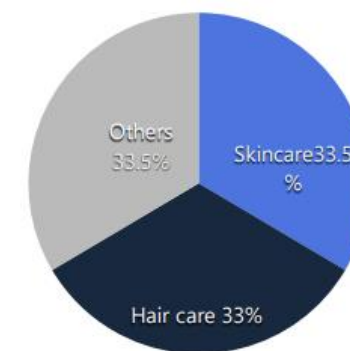


The global beauty market has begun to shift towards natural and sustainable products. Buyers are opting for natural, organic, and eco-friendly ingredients, and cruelty-free products not tested on animals.



Since 2019, skincare and hair care items have made up 66% of the market share of natural and organic beauty products globally.

Global Natural and Organic Beauty Market (2019)



*Date Source : Statista





Position of the Beauty Industry on Alibaba.com



Market overview

Market Capacity



Mega-size market
Number of business opportunities on Alibaba.com is extremely high

The number of annual business opportunities (Sum of inquires and orders) is over 100K

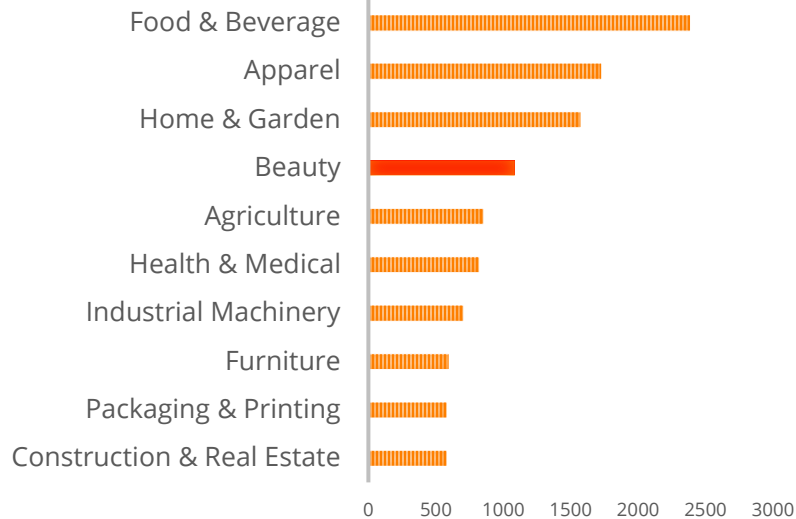
Market Supply



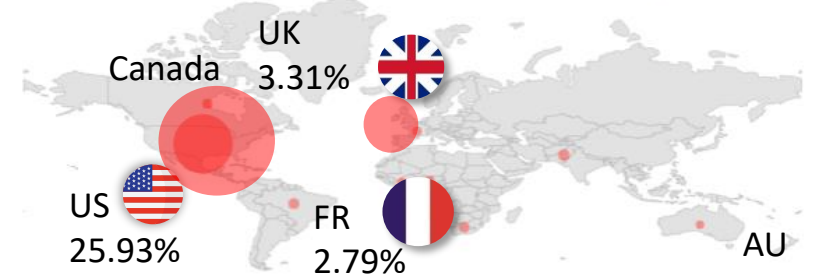
Extremely under-supply market
Demand is extremely higher than supply on Alibaba.com

The ratio of buyers to sellers ranges from 8 and 32 in current year

Beauty industry position on Alibaba.com



Main buying country distribution



Global beauty industry buyers

38k/ Avrg month



Beauty in-service GGS Performance

With pretty good UV, Inquiry average and Penetration of star supplier

GGS num

1084

Star Supplier%

62.3%

Inquiry

Average
236K/moth

RFQ

6,800+

In a week

04

International Sellers on Alibaba.com

Alibaba.com Sourcing solutions Services & Membership Help On Alibaba My Alibaba 15 Orders 2 English - USD

1YRS The Edinburgh Natural Skincare Compa... Favorite supplier

100% NATURAL SINCE 2010

THE EDINBURGH NATURAL SKINCARE CO

HAND CRAFTED IN SCOTLAND

Home Products Profile Contacts Search in this store

THE EDINBURGH NATURAL SKINCARE CO

The purest skincare that only nature can provide

At The Edinburgh Natural Skincare Company, we only use 100% natural ingredients and the purest essential oils that will truly benefit your skin.

FRAGRANCE SKIN HAIR PERFUME GIFTS

- Signed in 2022 after first meeting
- Onboarding process -go live in 12 days
- Supported by our Channel Partner UK

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Gyada Cosmetics S.r.l. ▾

🇮🇹 1 YRS

Hauptprodukte: Haar Maske, Gesicht Maske, Shampoo, Serum, Conditioner

Lieferant kontak...

Chat now

Follow

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Produkte ▾

Profil ▾

Kontakte

Video

In diesem Shop suchen 🔍

Color Vibes

The best organic line for hair cleansing & styling. A mix of colors and energies that will Bring new vitality to every type of hair.

📧 Contact Supplier

💬 Chat Now!

📧 Messenger

05

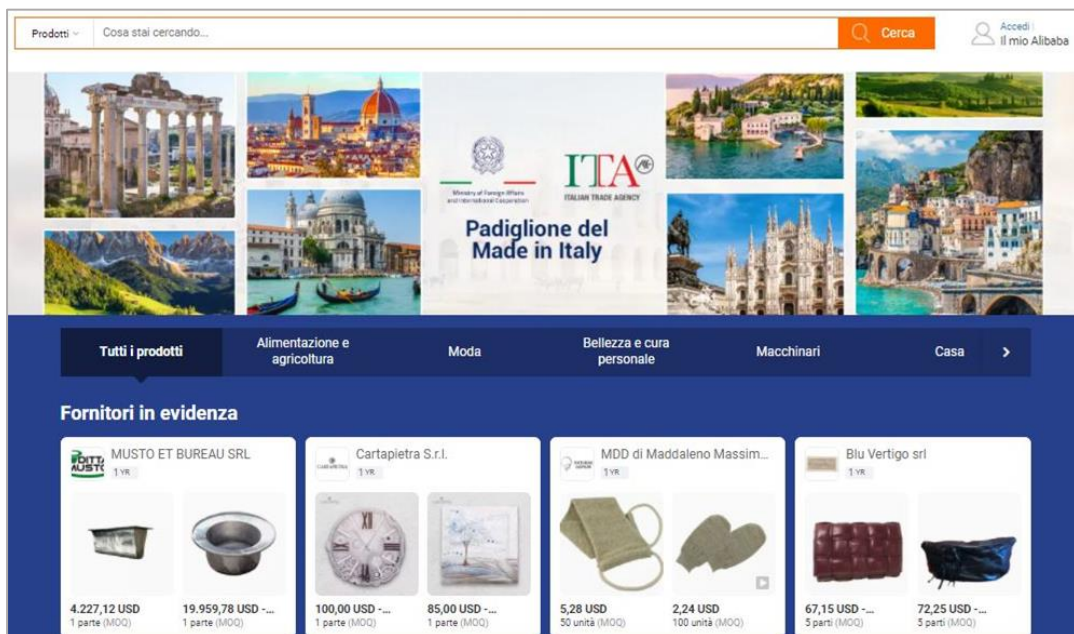
Sourcing on the Italian Pavilion: examples of local brands



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



Countries **190+**

1000+
companies
admitted

**39,7
k**

Products
uploaded

**900
+**

companies
live

29,5k
inquiries
received

ADV ONLINE

20,6M
IMPRESSIONS



117k
UNIQUE
BUYERS



ITALIAN SELLERS
ON ALIBABA.COM

+112%

ITALIAN REGIONS
REPRESENTED

100%

ITALIAN PRODUCTS
ONLINE

+57%

BUYERS INTERESTED IN
ITALIAN PRODUCTS

+556%

CLICK ON ITALIAN
PRODUCTS

+363%

Source: Alibaba.com internal data.

mi-ny

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COSMETICS

www.gyadacosmetics.com

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HUILE D'ARGANE



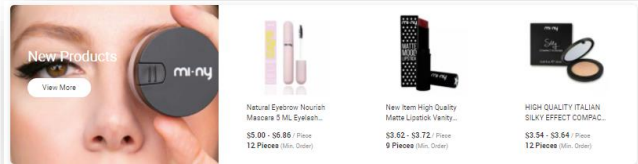
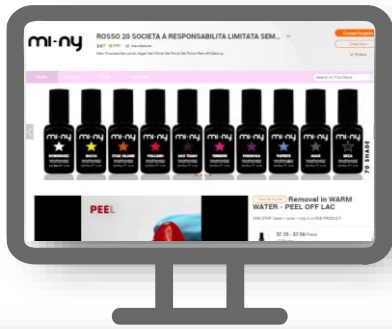
la lumaca bio

jmj
by jo-maison-jo

KLÉRAL
MADE IN ITALY

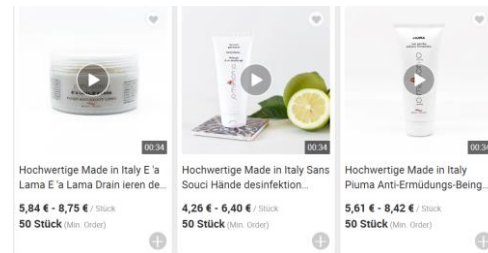
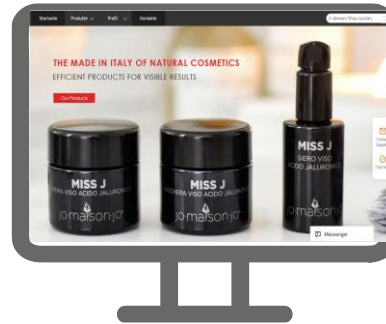
VOLTOLINA COSMETICI SRL





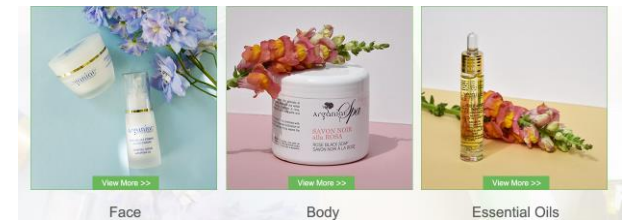
MI-NY

- Since 2years on Alibaba.com
- Export activities done with Germany, Australia, UK, Saudi Arabia



Jo Maison Jo

- Using Alibaba.com since 2years and closing deals in an integrated omnichannel manner attracting buyers in the platform and placing orders via official website



Arganiae

- Works with USA and Singapore
- First order with USA buyer closed after less than 12 months in the platform

**Meet us at beauty
Düsseldorf**

31.03. – 02.04

Hall 10 / A50

**Join our webinar
on beauty**

18.04.

On Alibaba.com

To make it easy to do business anywhere