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# A Brief Analysis of PROYA's Marketing Strategy Based on 4P Theory

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## Abstract

With the rapid development of domestic beauty products, digital marketing has become the core competitiveness for brands to break through. However, domestic beauty brands still face many challenges in breaking into the high-end market and building a systematic marketing system. Against this background, exploring the systematic marketing strategies of domestic beauty brands has significant practical significance for promoting the upgrading of domestic brands and enhancing the overall competitiveness of the industry. This paper takes PROYA as the research object and uses the literature research method and case analysis method to systematically analyze its marketing strategies from the four dimensions of product, price, channel, and promotion based on the 4P theory. The research finds that PROYA has achieved brand growth through precise product layout, popular pricing, full-channel layout, and diversified content promotion, but there is still room for improvement in channel operation and promotion systems. This study not only sorts out the marketing practice logic of PROYA but also provides practical ideas for the marketing upgrade of domestic beauty brands and provides a reference for the high-quality development of the industry.

## Keywords

marketing strategy, 4P theory, PROYA

## 1. Introduction

The domestic beauty industry, as an important sector where domestic consumption upgrades and the digital economy converge, has witnessed explosive growth in recent years [1]. According to industry reports, the scale of China's beauty market will exceed 520 billion yuan in 2024, with domestic brands accounting for over 61% of the market share, an increase of nearly 30 percentage points compared to a decade ago. With the rise of national cultural confidence and the deep penetration of digital technologies, domestic beauty brands have gradually broken the market monopoly of foreign brands and achieved rapid breakthroughs in the mass market [2,3]. However, in terms of breaking into the high-end market, building brand premiums, and systematizing marketing strategies, domestic beauty brands still face challenges such as severe homogenization competition, a penetration rate of less than 12% in the high-end market, insufficient efficiency in digital marketing, and difficulty in maintaining long-term customer loyalty. How to achieve brand breakthrough and high-quality development through systematic marketing strategies has become a key issue that the industry urgently needs to address.

Existing research mostly focuses on single-dimensional marketing cases of domestic beauty brands or the application of digital marketing tools [3]. Although it has explored popular strategies such as live-streaming e-commerce and content marketing, there is still a lack of systematic analysis based on classic marketing theories, and there is a gap in in-depth analysis of the success logic of leading brands and the extraction of replicable experiences [3]. Based on this, this paper takes a systematic analysis of PROYA's marketing strategy based on the 4P theory as the theme, selects PROYA, a benchmark domestic beauty brand, as the research object, and uses the literature research method and case analysis method to systematically analyze its marketing strategy implementation paths and effects from the four dimensions of product, price, channel, and promotion while also identifying its existing optimization spaces [4,5]. This study aims to sort out the marketing practice logic of Poreince and provide practical ideas for the marketing upgrade of domestic beauty brands, as well as provide references for the high-quality development of the industry.

## 2. Overview of the PROYA

PROYA belongs to Proya Cosmetics Co., Ltd. with ' While young, go discover ' as the core purpose of the brand. The brand began in Hangzhou in 2003. In the early years, it started from the offline franchise store channel and gradually expanded to the e-commerce omni-channel, forming a three-dimensional marketing network covering the whole country. On November 15, 2017, it landed on the Shanghai Stock Exchange and became the 'first stock of domestic beauty.' In 2024, the European Innovation Center was established in Paris, France. It is the first domestic beauty brand to establish a research and development center in Europe. The brand adheres to the mission of 'Beauty endures, sharing the wonderful', explores the world and pursues dreams with consumers, and provides safe and efficient skin care solutions with professional skin mechanism research and global scientific research. In recent years, it has grown into the first domestic cosmetics company, with revenue of more than 10 billion. It has won many domestic and foreign honors, such as the United Nations Annual Women's Development Contribution Award and Vogue China Brand Award. Its brand influence and industry status rank among the top domestic products.

## 3. Equation Analysis of Marketing Strategies Based On 4P Theory

In recent years, competition in the domestic beauty products industry has become increasingly fierce. PROYA has continuously led the industry with a clear market positioning and efficient marketing system, maintaining a leading position in brand influence and market performance [6,7,8]. Its mature channel innovation and marketing model have significant reference value for existing beauty enterprises. To systematically summarize its successful experience, this paper uses 4P marketing theory as an analytical framework, delving into the composition and operational logic of Perfect Diary's marketing strategies from four dimensions: product, price, channel, and promotion, exploring the reasons for its sustained advantage in fierce market competition.

### 3.1 Product

### 3.1.1 Efficacy-driven Key Product System

*Table 1: Peraera Product Series List*

| Product Line | Core Positioning | Core Efficacy | Target Audience |
|---|---|---|---|
| Ruby Series | Scientific anti-aging for young mature skin | Centered on peptides and retinol to improve skin firmness | People over 25 years old who have demands for anti-wrinkle, fading lines and skin firming |
| Double Anti Series | Brightening & antioxidant | 6Combines antioxidation and anti-glycation to brighten skin tone and improve dullness | People aged 18 to 28 who stay up late and have the need for skin brightening treatment |
| Energy Series | Oil-based anti-aging | Oil-based anti-aging technology to repair fatigued skin cells | People over 30 years old with sagging skin and a desire for anti-aging products |
| Firming Muscle Density 3.0 Series | Entry-level anti-aging firming line | Dual-action firming and anti-wrinkle/fine line reduction to boost skin elasticity | People over 22 years old who suffer from mild to moderate skin laxity and fine lines |
| Aqua Muscle Density Series | Basic hydration & moisturizing | Deeply hydrates and maintains skin moisture balance | People with healthy skin needing only basic moisturization |

| | | | |
|---|---|---|---|
| Source Power Series | Skin barrier repair | Basement membrane repair technology to strengthen the skin barrier, soothe sensitivity, and reduce fine lines | Sensitive skin, damaged barrier, redness and itching |

PROYA has developed a multidimensional efficacy-driven single-product matrix. As shown in Table 1, the Red Diamond series effectively combats wrinkles and fine lines with peptides and supermolecular retinol; the Dual Anti series focuses on antiglycation and antioxidation, precisely addressing yellowing and brightening; the Energy series activates the skin's basal energy with mitochondrial technology; and the Source Power series strengthens the skin barrier with repair technology. Peraera covers core demands such as anti-aging, brightening, moisturizing, and repair, catering to various skin care needs.

#### 3.1.2 Research Collaboration Drives Product Innovation

On July 22,2025, Proya Cosmetics Co., Ltd. and West China Hospital of Sichuan University officially signed a cooperation agreement to focus on 'mitochondrial anti-aging' research. They provide new intervention ideas for various diseases caused by abnormal energy metabolism by improving the energy generation efficiency of mitochondria, repairing structural damage, regulating dynamic balance and enhancing antioxidant capacity. On October 21,2025, the signing ceremony of the coconstruction agreement of the Zhejiang University School of Proya Cosmetics Co., Ltd. Joint Laboratory for Skin Health and Aging Research was held. This study provides solid scientific support for PROYA. PROYA cooperates with top hospitals and universities to develop products, strengthen consumers' trust in the brand, and thus enhance consumers' willingness to buy.

### 3.2 Pricing

PROYA adopts a pricing strategy that combines differentiation with key product-driven approaches, precisely targeting the mid-range efficacy skincare market. Its product price range is between 200 and 500 yuan, with specific pricing details as shown in Table 2.

*Table 2: Formatting sections, subsections and subsubsections.*

| Product Line | Product Name | Size | Price (CNY) |
|---|---|---|---|
| Ruby Series | Ruby Anti-Wrinkle & Firming Serum | 30 ml | 350 |
| Ruby Series | Vital Bright Anti-Wrinkle & Firming Toner | 120 ml | 220 |
| Ruby Series | Vital Bright Anti-Wrinkle & Firming Lotion | 120 ml | 290 |
| Ruby Series | Vital Bright Anti-Wrinkle & Firming Light Cream | 50 g | 379 |
| Double Anti Series | Double Anti Serum | 30 ml | 280 |
| Double Anti Series | Double Anti Vital Toner | 150 ml | 210 |
| Double Anti Series | Double Anti Vital Lotion | 120 ml | 230 |
| Energy Series | Energy Essence Toner | 120 ml | 359 |
| Energy Series | Energy Essence Lotion | 120 ml | 389 |
| Energy Series | Energy Essence Serum | 30 ml | 369 |

### 3.3 Channels

#### 3.3.1 Consumer Sentiment Insight System

The consumer voice insight system is the core of PROYA's grasp of market demand. The system can automatically capture user evaluations on e-commerce and social platforms, complete data mining through intelligent analysis, and then generate intuitive and clear user insight reports. Based on this system, PROYA enables the brand to quickly and accurately capture the real needs of consumers that are not met and provides direct data support for the optimization of product formulation, use experience and other aspects so that product improvement is more in line with market demands.

#### 3.3.2 AI Formula Large Model

The AI formula large model is the core innovation breakthrough of the PROYA R & D end. The brand trains the makeup AI formula model in a targeted manner, deeply integrates the makeup raw material database and consumer skin quality feedback data, and automatically generates personalized formula solutions for different consumers through algorithms. Compared with the traditional R&D model, this model greatly compresses the cycle of new product development and listing, accelerates the speed of product iteration, enables consumers to use skin care products that are more suitable for themselves faster, and greatly improves the adaptability and R&D efficiency of products.

#### 3.3.3 Universal Data Hub

The Universal Data Hub realizes the integration and connection of brand full-chain data. The hub builds a complete data tracking system, fully integrating the data of content promotion, influencer exposure, and user attraction to e-commerce transactions. Taking the recommended video of a star product as an example, from the consumer's interaction with the content to the final purchase, the operation personnel can clearly track through the hub and grasp the operation effect in a timely manner, promptly adjust the operation strategy, optimize the product promotion plan, and achieve data-driven refined operation.

### 3.4 Promotion

#### 3.4.1 Celebrity Endorsement

PROYA levered celebrity endorsements to enhance both brand promotion and market influence. The choice of endorsers closely aligned with the brand's youthful positioning. In 2026, the global brand ambassador of PROYA was Yi Yangqianxi, and the author believes that Yi Yangqianxi's focus on young audiences can further solidify the brand's core proposition of “While young, go discover”. The global sunscreen brand ambassador of the brand is Liu Yifei, who, with her elegant and textured image, helps the brand's high-end sunscreen products and thereby increases L'Oréal's market penetration rate. The public influence of these two celebrity endorsers is extensive, and their image and temperament are highly consistent with the brand's professionalism, youthfulness, and technological sense. Through the endorsement content, brand recognition and favorability can be effectively strengthened, core consumer groups can be accurately captured, and brand influence and user stickiness can be significantly enhanced [9].

#### 3.4.2 Social Media Marketing

Through social media, PROYA has achieved high-frequency brand exposure and user interaction. The annual reading volume of related topics exceeded 5 billion times, and the amount of user interaction exceeded 80 million. By virtue of high-heat communication and in-depth user communication, PROYA has effectively improved the brand's audience and consumption willingness and significantly enhanced market penetration and brand influence [10].

## 4. Suggestions for Optimizing Poreia's Marketing Strategy

### 4.1 Product Strategy Recommendations

PROYA currently relies on the “Early C, late A” flagship product to drive growth. Although it has the backing of scientific research collaborations, it lacks sufficient layout in niche product categories. It is recommended that PROYA consolidate its core bestsellers, such as Double Antioxidant and Red Ruby Essence, while leveraging the scientific research achievements from West China Hospital and Zhejiang University to expand into niche product lines, such as anti-aging for sensitive skin, men's skincare, and functional cosmetics. At the same time, it should apply core technologies such as “mitochondrial anti-aging” across all product categories, strengthen its scientific research brand image, reduce reliance on internet-famous bestsellers, and enhance the risk-resistance capability of its product matrix.

### 4.2 Pricing Strategy Recommendations

The current pricing strategy of the brand's differentiated flagship products mainly follows an affordable route, with insufficient breakthroughs in the high-end market. It is recommended that Perfect Diary optimize its tiered pricing system: retain the cost-effective mass-market line to stabilize the basic customer base, while launching a high-end anti-aging series featuring exclusive scientific research ingredients and setting mid-range to high-end prices that match the scientific research value. The introduction of exclusive pricing plans for different channels and consumer groups not only secures the mass market but also gradually breaks the stereotype of low prices for domestic beauty products, enhancing the brand's premium space.

### 4.3 Channel Strategy Recommendations

PROYA leads in the application of digitalization and AI tools online, but its offline channel layout is weak. It is recommended to upgrade the AI formula large model, consumer voice insight system, and all-domain data platform and to fill in the offline experience channels by setting up brand counters and beauty collection stores. At the same time, it is necessary to integrate online and offline data to achieve a closed loop of online seeding, offline experience, and all-domain transactions, avoiding PROYA's excessive reliance on online traffic. This can enhance the comprehensiveness of brand reach.

### 4.4 Promotion Strategy Recommendations

At present, promotions rely heavily on celebrity endorsements and social media influencer recommendations, leading to a prominent issue of marketing homogenization. It is suggested to optimize the marketing structure: reduce investment in short-term traffic-driven endorsements and enhance content marketing that focuses on scientific research and genuine user experiences. For instance, PROYA should integrate its science popularization live broadcasts and offline experience activities with key marketing events. This will transform celebrity traffic into long-term brand reputation, mitigate the effect attenuation caused by marketing homogenization, and enhance brand loyalty.

## 5. Conclusion

This article believes that, from the above four aspects of products, prices, channels, and promotion, PROYA, by implementing marketing strategies that align with market demands, has achieved outstanding sales results and a good brand reputation, providing effective references for the development of domestic beauty brands. The brand accurately grasps consumer needs, improves product layout, sets reasonable prices, expands sales channels, combines diverse promotion methods, and attaches importance to user experience and subsequent services, thus being able to establish a firm foothold in the market. However, compared with international renowned brands, PROYA still has gaps in brand development history, product types, and overseas market development. Facing the high requirements for product quality in the market, PROYA needs to focus on product quality as the core, increase product innovation efforts, and actively expand the international market to enhance its global brand influence.

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## Conflicts of Interest

The authors declare no conflict of interest.

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