

About Sa Sa

Established in 1978, Sa Sa is a leading beauty product retailing group in Asia.

Listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1997 (Stock code: 178), our business covers Hong Kong and Macau, Chinese Mainland and Southeast Asia. We position ourselves as one-stop beauty product specialty platform with a business focus on "Beauty". We provide diverse and quality products under more than 600 brands ranging from skincare, fragrance, make-up, hair care and body care, inner beauty and health products as well as beauty equipment.

Our diversified e-commerce platforms offer round-the-clock online shopping services along with comprehensive product information to customers from different countries. In line with the new retail era, we are integrating our physical and online business presence, striving to provide a customer-centric omni-channel shopping experience.

The Company is included in the FTSE Index Series, MSCI Index and S&P Index Series.



Our Vision

Making Life Beautiful

關於我們

莎莎於1978年成立，為亞洲具領導地位的美粧產品零售集團。

公司於1997年在香港聯合交易所有限公司主板上市（股份代號：178），目前業務遍及香港及澳門、中國內地及東南亞。莎莎以「美」為業務重心，並以一站式美粧產品平台的定位為顧客提供多元化的產品組合，我們銷售逾600個品牌，涵蓋護膚品、香水、化粧品、護髮、身體護理產品、美肌保健產品及家用美容儀器等等。

我們的多元化電子商貿平台為不同國家的顧客提供全天候24小時的網上零售服務，以及最新產品資訊。為配合新零售時代，我們正積極整合實體店及線上業務，致力為顧客締造「以客為本」的全渠道購物體驗。

公司現為「富時指數系列」、「摩根士丹利資本國際指數」及「標普指數系列」成份股。

