

Aesthetic Salon Market in Japan: Key Research Findings 2014

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic aesthetic salon market with the following conditions:

1. Research period: September to December, 2014
2. Research target: Aesthetic salons, enterprises handling aesthetic-salon-related goods
3. Research methodologies: Face-to-face interviews by the specialized researchers, surveys via telephone, and mail-in questionnaire

<What Are Aesthetic Salons?>

Aesthetic salons in this research indicate those salons where aestheticians practice treatments using their hand techniques, skin-care products and tools. The size of the aesthetic salon market include turnover of facial care treatment, slimming and body-care treatment, depilation, men's aesthetic treatment, and sales of related products. Note that self-treatment, home-visit treatment, and treatments conducted at hair dressing salons and medical aesthetic salons are not included.

◆ **Key Findings**

■ **Aesthetic Salon Market in FY2014 Likely to Attain 361.1Billion Yen, 101.6 % on Y-o-Y Basis**

Size of the aesthetic salon market in FY2014 is expected to attain 355.4 billion yen, 101.8 % of the size of the previous year. However, the consumption tax increase reduced the turnover of facial care treatment, slimming body-care treatment, men's aesthetic treatment and sales of related products. On the other hand, those salons have expanded their business by specializing themselves to low-price depilation treatments. Their sales results seem to have boosted the entire aesthetic salon market in 2014.

■ **Future Expansion Requires Trust from Consumers with Highest Priority, and Enhancement in Treatments and Products Sales Relating to Anti-Aging**

The aesthetic salon market is likely to keep the current market size or rise slightly. The keys for further market expansion lie in the following factors: Acquiring trusts from consumers by continuous industry-wide efforts such as establishing certification system for salons; offering new treatments with anti-aging effects: and enhancement of home care product sales aiming to bring about a synergistic effect of favorable sales also at the salons.

◆ **Report format:**

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Language: Japanese

Format: 450 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

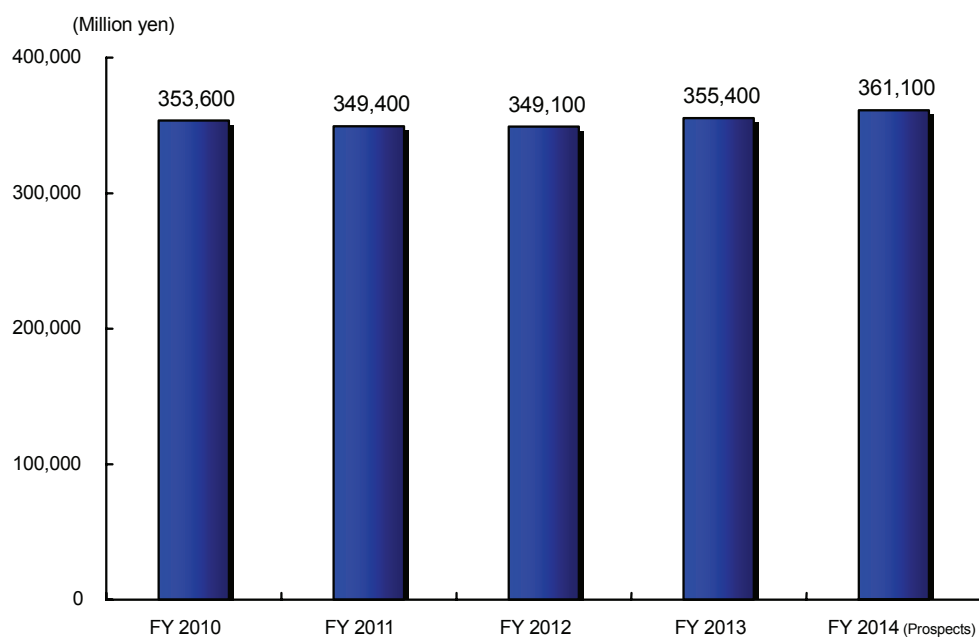
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■ **Figure & Table 1: Transition of Size of Aesthetic Salons Market**



(Million yen, %)

	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014 (Prospects)
Market Size	353,600	349,400	349,100	355,400	361,100
Y-o-Y comp	—	98.8	99.9	101.8	101.6

Notes:

1. The figures are based on the sales of businesses.
2. The size of the aesthetic salon market include turnover of facial care treatment, slimming and body-care treatment, depilation, men's aesthetic treatment, and sales of related products. Note that self-treatment, home-visit treatment, and treatments conducted at hair dressing salons and medical aesthetic salons are not included.