

Aesthetic Salon Market in Japan: Key Research Findings 2015

◆ **Research Outline**

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

1. Research period: October to December, 2015
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 the sales 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 and medical aesthetic salons are not included.

◆ **Key Findings**

■ **Aesthetic Salon Market for FY2015 Projected to Attain 356.3 Billion Yen, 99.8 % on Y-o-Y Basis**

Size of the aesthetic salon market in FY2015, based on the sales of businesses, is expected to be 356.3 billion yen, 99.8 % of the size of the previous year. Despite gradual recovery of the consumer sentiment especially for facial, slimming & body-care, and men's aesthetic treatments since the tax increase, the market size seems to decrease from the previous year. However, growth of those salons conducting low-price depilation treatments somewhat covers such decrease to bring about the entire aesthetic salon market for FY 2015 to end up with a slight decline from the preceding year.

■ **Future Market Expansion Requires Better Industrial Positioning, Consumer Safety and Trust, Proposals of New Treatments or Business Styles, and Enhancement in Product Sales**

The aesthetic salon market is likely to keep or slightly raise its market size for the next few years. In addition to continuous efforts for industrial standardization such as establishment of the certification systems and standardization of business equipment, the market has the following challenges to overcome for the future: Acquiring trusts from consumers by ensuring safety and protection; attempts to improve working environment and payment for aestheticians who engage in the industry. The key for the market expansion lies in aesthetic salon owners and operators to develop new style of salons integrating multiple treatments to provide specific effects or efficacy, to enhance sales of home-care products for bringing about synergy effects, and to bring the Japanese-style aesthetic treatments to overseas business.

◆ **Report format:**

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

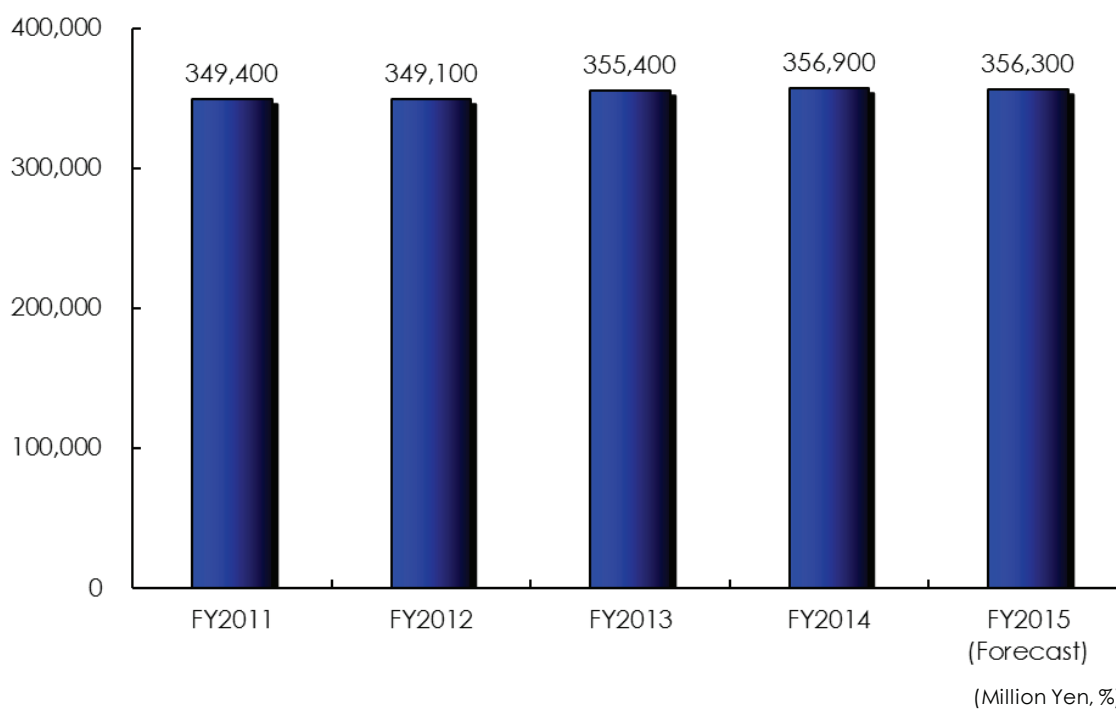
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■ **Figure & Table 1: Transition of Size of Aesthetic Salons Market**



	FY2011	FY2012	FY2013	FY2014	FY2015 (Forecast)
Market Size	349,400	349,100	355,400	356,900	356,300
Y-o-Y	—	99.9	101.8	100.4	99.8

Estimated by Yano Research Institute

Notes:

1. The figures are based on the sales of businesses.
2. The size of the aesthetic salon market include the sales 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 and medical aesthetic salons are not included.