

## Cosmetic Market in Japan: Key Research Findings 2016

### ◆ Research Outline

Yano Research Institute has conducted a survey on the domestic cosmetic market with the following conditions:

1. Research period: From June to September, 2016
2. Research targets: Cosmetic brand manufacturers; cosmetic contract manufacturers, cosmetic raw material makers/merchandisers, and distributors
3. Research methodologies: Face-to-face interviews, survey by telephone, and literature research

### ◆ Key Findings

#### ■ Domestic Cosmetics Market in FY2015 Reached 2,401.0 Billion Yen, 103.0% of Size of Previous Fiscal Year

The domestic cosmetic market in FY2015 attained 2,401.0 billion yen, 103.0% of the size of the previous fiscal year, based on the shipment value at brand manufacturers. Ever since the tax exempt system for foreign tourists were revised to cover cosmetic products to be tax-free in October 2014, manufacturers, wholesalers and retailers in the cosmetic industry have united to drive more inbound tourism consumption by providing services in multiple languages, supplying sets of gifts that please foreign visitors, and making the sales floors comfortable for those foreign guests. These attempts have contributed to the market expansion.

#### ■ Value-Added All-In-One Gel Recorded Favorable Sales among Skin Care Products

The domestic cosmetic market size in FY2015 by product category showed that all the categories (i.e., skin care, make-up, hair care, fragrance and men's cosmetics) exceeded the results of the previous fiscal year.

Such products as all-in-one gel that pursue various functions and values, like whitening and anti-aging, added in a single products showed favorable sales in the skin care category. Also, liquid foundation and lip colors from foreign brands in the make-up category, hair-coloring treatment and oil-combined products in the hair care, and the brands "maison" and fashion fragrances in the fragrance category have respectively shown strong sales. In addition odor-caring haircare products and those convenience-pursued skincare products targeting middle-aged men sold well in the men's cosmetic market.

### ◆ Report format:

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

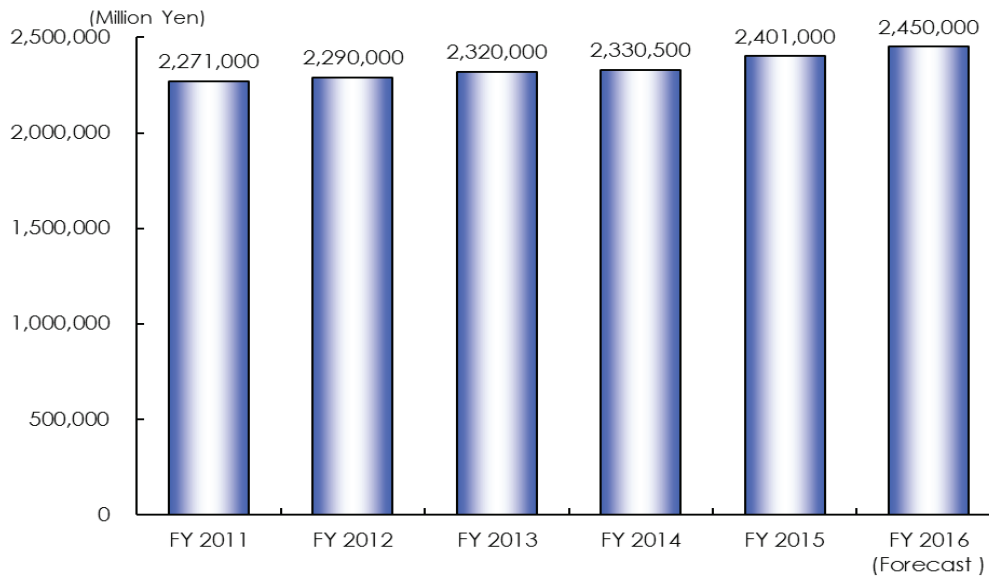
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■ **Figure 1: Transition and Forecast of Domestic Cosmetic Market Size**

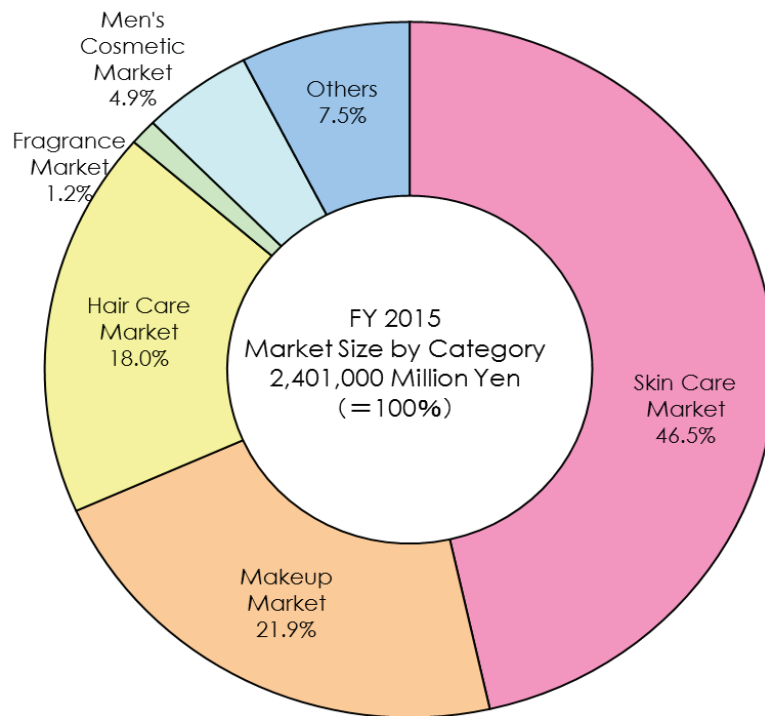


Estimated by Yano Research Institute

Note:

1. The market size is based on the shipment values at brand manufacturers.

■ **Figure 2: Domestic Cosmetic Market Share by Product Category in FY 2015**



Estimated by Yano Research Institute

Note:

2. The market size is based on the shipment values at brand manufacturers.