

Doctors Cosmetics Market in Japan: Key Research Findings 2016

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic doctors' cosmetics market with the following conditions:

1. Research period: From October to November, 2016
2. Research targets: Cosmetics brand manufacturers, manufacturers/traders of raw materials of cosmetics, and retailers
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, questionnaire, and literature research

What are Doctors' Cosmetics?

Doctors' cosmetics in this research indicate as follows: 1) Cosmetics of whose research and development involve doctors, 2) Cosmetics sold or/and recommended at medical facilities and/or hospitals of dermatology, orthopedics, or cosmetic surgery.

◆ **Key Findings**

■ **Domestic Doctors Cosmetics Market in FY2015 Attained 89.9 Billion Yen, 104.9% on Y-o-Y Basis**

The domestic doctors' cosmetics market in FY2015 reached 89.9 billion yen, 104.9% of that of the previous fiscal year based on the shipment value at the brand manufacturers. Despite that the growth rate had once slowed down partly due to stagnant sales at the leading brands in FY2013, the market size has been on the rise once again in FY2014 and beyond. In addition to general steadiness of the mail order business, such factors as function-added products having been introduced in the market, and those products sold at drugstores and department stores having acquired some inbound tourism demand contributed to the sales increase.

■ **Those Function-Enhanced Products Such as Aging Care and Skin-Whitening Potential for Future Growth Factors**

The domestic doctors' cosmetic market for FY2016 is projected to achieve 91.7 billion yen, 102.0% of the size of the previous fiscal year. It is because the market can attract consumers with its mainstream products consisted mainly of skincare products which are indispensable for the people having or recognized as having troubled skins (such as sensible skins and dry skins). In addition, the efforts of the manufacturers to enhance the functionality of the products such as aging care and skin whitening is likely to maintain the steady sales. Moreover, larger interests toward the characteristics of doctors' cosmetics are likely to in part capture inbound tourism demand.

◆ **Report format:**

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Price: 150,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

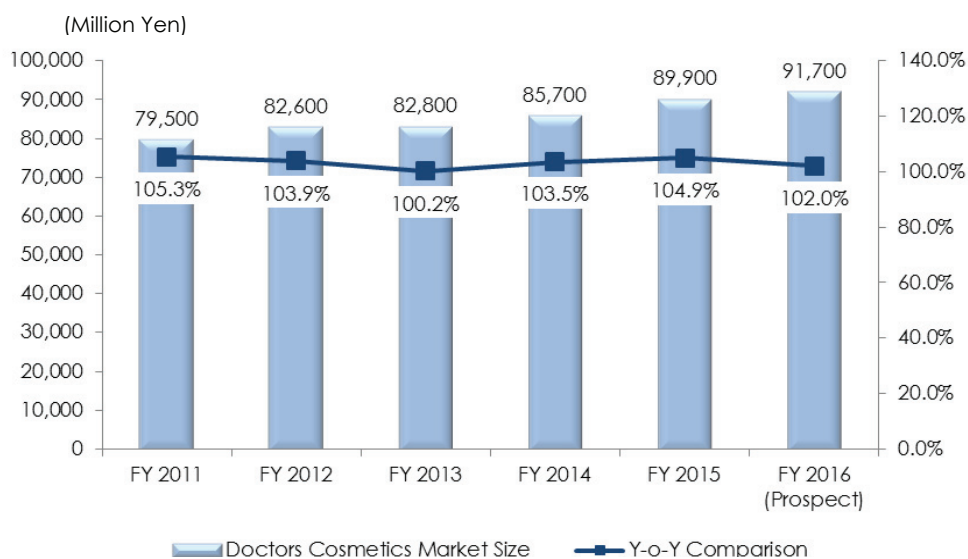
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■ **Figure 1: Transition and Forecast of Domestic Doctors Cosmetics Market Size**



Research by Yano Research Institute

Notes:

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