

Aesthetic Salon Market in Japan: Key Research Findings 2016

◆ 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, 2016
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 that provide treatments practiced by the aestheticians who use their hand techniques, skin-care products and tools. The size of the aesthetic salon market includes the sales regarding the treatment of facial care, slimming and body-care, depilation, men's aesthetic, and sales of commodities/others at salons. Note that those treatments conducted at hair dressing salons, as well as home-visit and medical aesthetic treatments and self-treatment are not included.

◆ Key Findings

■ FY2016 Aesthetic Salon Market Projected to Attain 357.2 Billion Yen, 100.3 % on Y-o-Y Basis

Size of the aesthetic salon market in FY2016, based on the sales of businesses, is projected to achieve 357.2 billion yen, 100.3 % of the size of the previous fiscal year. The markets of facial and slimming & body-care are expected to maintain the similar level as the previous fiscal year due to some support by the regular customers, whereas the markets of men's aesthetic treatments and sales of commodities/others are likely to decline because of fiercer competition with some cosmetic products and beauty home electric appliances on the market. On the other hand, those salons specifically conducting depilation treatments have come to attract attention as they expanded the sales across the board and boosted the entire aesthetic salon market.

■ Future Sustainable Industrial Development Requires Salons to Establish a Business Model that Improves Productivity, Aiming to Achieve Better Industrial Positioning and Labor Environment, and to Ensure Customer Safety to Gain Trust

The future aesthetic salon market is expected to keep or slightly raise its market size, as the domestic number of targeted customers reaching the ceiling. In order to arouse and improve public interest and awareness, and to eliminate the lingering negative impressions that the industry possesses, it is important for the industry to solve the following challenges: Integration of industrial standard and business practices involving the authorities concerned; Enhancement of consumer protection structure to ensure safety and to acquire trust. In addition, some attempts are required for the companies operating aesthetic salons to improve working environment and payment for aestheticians, and to develop beauty treatment menus and raise store sales, which should contribute to reduce turnover rate and increase productivity.

◆ **Report format:**

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

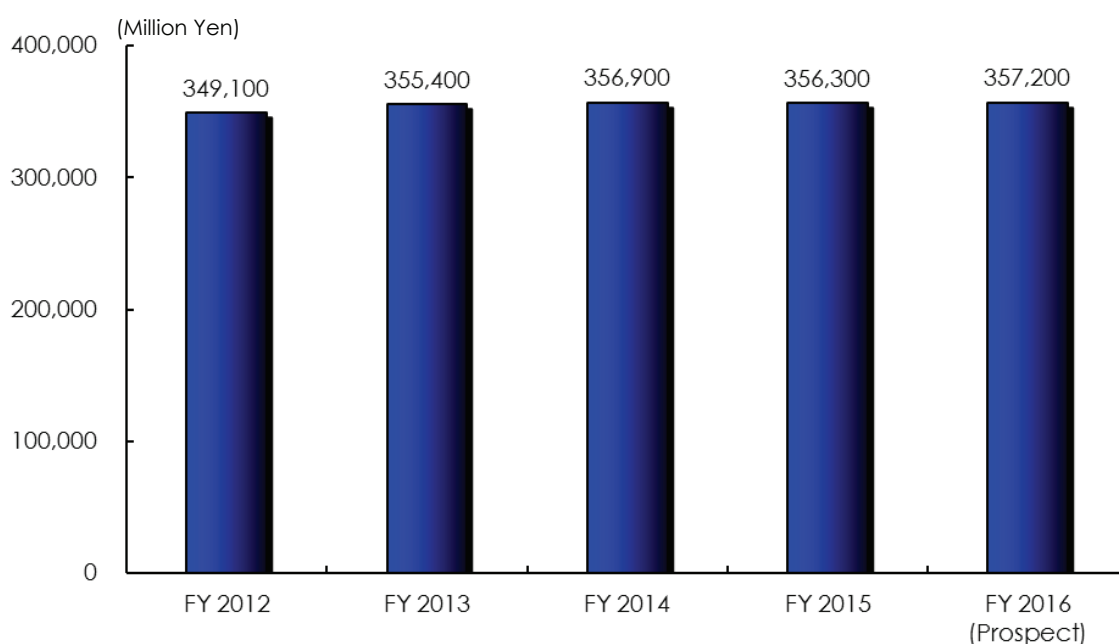
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■ **Figure & Table 1: Transition of Size of Aesthetic Salons Market**



		(Million Yen, %)				
		FY 2012	FY 2013	FY 2014	FY 2015	FY 2016 (Prospect)
Market Size		349,100	355,400	356,900	356,300	357,200
	Y-o-Y	99.9	101.8	100.4	99.8	100.3

Estimated by Yano Research Institute

Notes:

1. The market size is based on the sales of businesses.
2. The size of the aesthetic salon market includes the sales regarding the treatment of facial care, slimming and body-care, depilation, men's aesthetic, and sales of commodities/others at salons. Note that those treatments conducted at hair dressing salons, as well as home-visit and medical aesthetic treatments and self-treatment are not included.