

Body Care/Reflexology Market in Japan: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a study on the domestic body care and reflexology market with the following conditions:

1. Research period: March to May, 2017
2. Research target: Companies providing body care/reflexology treatments, and pertinent organizations
3. Research methodologies: Face-to-face interviews by expert researchers, surveys via telephone/FAX/mail-in, and literature research

<What are body care, massages, and reflexology?>

This research defines “body care” as services that provide soothing feelings and disperses stresses by touching and working on the human body, or by performing reflexology to the body. The term “massage” in such services is also commonly used for the above-mentioned services, but “massages” are defined to be provided by qualified practitioners who passed national exams. Body care in this research indicates the above services provided not necessarily by certified persons.

Reflexology indicates a treatment that applies pressure to special zones in the feet in order to increase circulation and to improve metabolism, aiming to eventually help increase health and eliminate such disorders as headaches, stiff shoulders, back aches, and etc.

◆ Key Findings

■ Body Care/Reflexology Market in 2016 Attained 109.3 Billion Yen, 101.2% on Y-o-Y Basis, Showing Stableness In Spite of Slower Growth Rate

The domestic body care/reflexology market in 2016 has attained 109.3 billion yen, 101.2% of the size of the previous year, based on the turnover of the businesses. The business performances at leading enterprises were found to slow down or on the decline in 2016, but those of small-scale businesses occupying multitude of the market are on the way to recovery compared with the performances at the time of the previous survey in 2015.

■ Diverse Options of Body Care Treatments Raised Unit Price per Customer

Instead of providing only simple body care and reflexology treatments, there have been vigorous attempts of providing diverse therapies such as eye fatigue treatment, approaches to scapula, and many others, which can be offered as options of the basic therapies, by which the customers can actually feel adequately and specifically improved from their disorders. Such offerings have contributed to make the unit price per customer on the rise at leading companies.

■ Body Care/Reflexology Market in 2017 Projected to Achieve 110.4 Billion Yen, 101.0% on Y-o-Y Basis

Although the body care/reflexology market in 2017 is expected to continue showing robustness, the growth rate may slow down to 101.0% of the market size of 2016 to attain 110.4 billion yen, based on the turnover of the businesses. While those leading and growing companies are eager

to open new salons, shortfall in human resources is still a large challenge to overcome, so that only a limited number of companies are considered to be able to vigorously open new salons in such a saturated market. On the other hand, rising unit price per customer stemming from broader options of treatments to provide is expected to bring about favorable influence to the market.

◆ **Report Format:**

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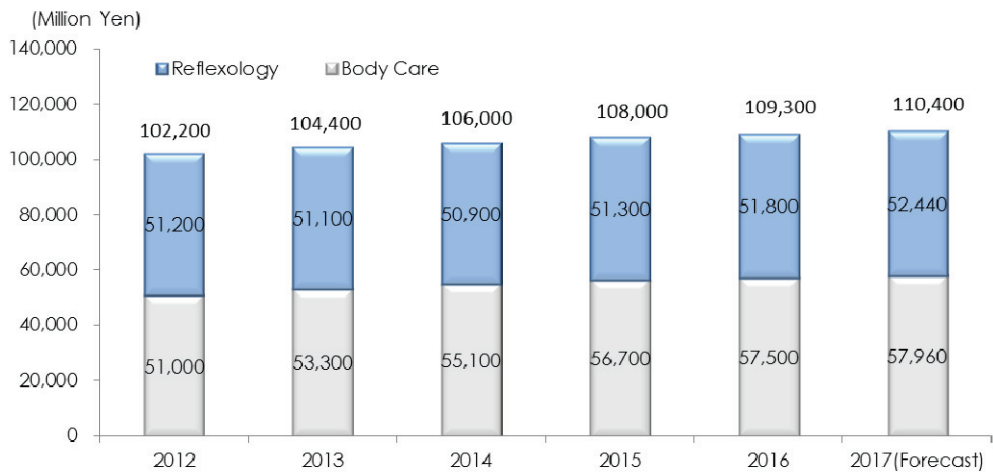
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■ **Figure 1 :Transition and Forecast of Body Care/Reflexology Market Size**



Survey by Yano Research Institute

Note:

1. The market size is based on the turnover of the businesses.
2. Such treatments as acupuncture, “shiatsu”, massages, and Judo therapies required to pass national exams are excluded.