

Hair Care Market in Japan: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a study on the hair care industry with the following conditions:

1. Research period: From April to August, 2017
2. Research target: Hair care market players, other related organizations, industrial organizations
3. Research methodologies: Face-to-face interviews by the expert researchers, survey via telephone/email and literature research

What is the hair care market?

The hair care market in this research consists of the following four categories: 1) hair, 2) hair implantation, 3) hair-growth/hair restoration products, and 4) hair-care products. Among them, the hair market includes sales of wigs and hair increase/growth services in conjunction with the sales of the related products. The hair-care products market includes shampoo, hair rinse, and treatments.

◆ Key Findings

■ **FY2016 Hair Care Market Size Achieved 440,800 Million Yen, 100.6 % on Y-o-Y Basis**

The domestic hair care market size (the total market sizes of hair, hair implantation, hair-growth/hair restoration products, and hair-care products) in FY2016 attained 440,800 million yen, 100.6 % of the size of the previous fiscal year, based on the sales of the businesses.

■ **Markets of Hair Implantation and Hair-Care Products Shown Favorable Sales**

In the hair industry, the hair market size in FY2016 ended up with 97.6% on Y-o-Y basis to reach 136,900 million yen, whereas the hair implantation market marked 107.3% to attain 4,400 million yen, the hair growth/hair restoration products market rose at 100.4% to achieve 67,500 million yen, and the hair-care product market increased to 102.3% of the size of the preceding fiscal year to attain 232,000 million yen. Strong sales were prominent in the markets of hair implantation and hair growth/hair restoration products.

■ **Hair Care Market in FY2017 Projected to Achieve 442,200 Million Yen, 100.3% of Size of Previous Year**

The domestic hair care market for FY2017 is expected to attain 442,200 million yen, 100.3 % of the size of the previous fiscal year, based on the sales of the businesses.

The domestic market is likely to maintain the steady growth, due to increasing population of thin-hair and of the elderly, and rising consumer interests towards anti-aging.

◆ **Report Format**

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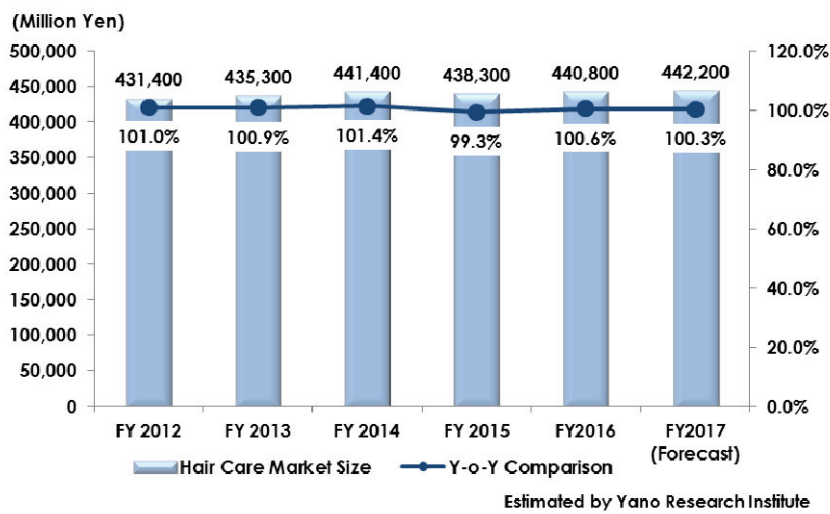
Language: Japanese

Format: 296 pages in A4 format

Price: 120,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

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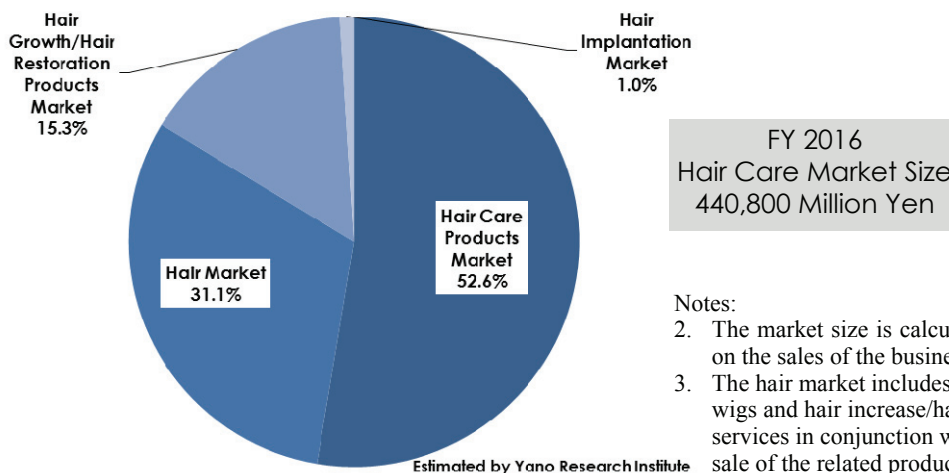
■ **Figure 1. Transition and Forecast of Hair Care Market Size**



Note:

1. The market size is based on the sales of the businesses.

■ **Figure2. FY2015 Composition Ratio of Hair Care Market by Category**



Notes:

2. The market size is calculated based on the sales of the businesses.
3. The hair market includes sales of wigs and hair increase/hair growth services in conjunction with the sale of the related products. The hair-care products market includes shampoo, hair rinse, and treatments.