

Toiletries Market in Japan: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a study on the domestic toiletries market with the following conditions:

1. Research period: From September to October, 2017
2. Research targets: Toiletries manufacturers and other related companies
3. Research methodologies: Company analysis by the expert researchers, interviews, and literature research

What is the toiletries market?

The toiletries market in this research mainly indicates the products sold through the channels for miscellaneous daily goods. The following 50 items from 5 categories are targeted for the survey: 7 items from clothing related products (including synthetic detergents for clothing, fabric softer, etc.), 16 items from household products (including kitchen detergents, wrapping films, air freshener/fragrance, insecticides, etc.), 10 items from facial/body care products (including body shampoos, hand soaps, etc.), 6 items from oral care products (including tooth pastes, mouthwashes, etc.), and 11 items from sanitary products (including toilet papers, tissue papers, adult diapers, etc.) The market size is calculated based on the shipment value at manufacturers.

◆ Key Findings

■ **FY2016 Toiletries Market Achieved 1,878,072 Million Yen, 103.3% on Y-o-Y Basis**

The toiletries market in FY2016 attained 1,878,072 million yen, 103.3% of the size of the previous fiscal year, based on the shipment value at manufacturers. Sanitary products and oral care products have been on the rise, the former with the backdrop of favorable inbound tourism demand, aging society, and higher added values, and the latter because of improved lifestyle quality stemming from growing consciousness of dental hygiene through oral health care, mental and physical health promotion, hygienic comfort, good manners and cleanliness. In addition to the original roles of toiletries products, i.e., to provide effects and actual feelings from practical use, the expanded demands of personalized products, owing to diversification of lifestyles and sense of values, have led the market to continue growing favorably in FY2016.

■ **High-Value Added Products Briskly Marketed With Increasing Demand of “Personalized Products” in Domestic Toiletries Market, and Cross-Border e-Commerce Further Enhanced in Overseas Business**

The products projected to increase are the followings: Those products that are intended for some users in the age group between middle-and-older and elderly, and categorized in more detail by attribute; and those products with higher added values and unit prices and have the characteristic keyword of “being personalized” to be used for single working women, single households, and exclusively for men. Each manufacturer of toiletries products is considered to try acquiring inbound tourism demand once again which had once been settled down, and to further enhance cross-border ecommerce business for the market of mainland China.

◆ **Report Format:**

Published report: “Toiletries Market 2017”

Issued on: October 31, 2017

Language: Japanese

Format: 247 pages in A4 format

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

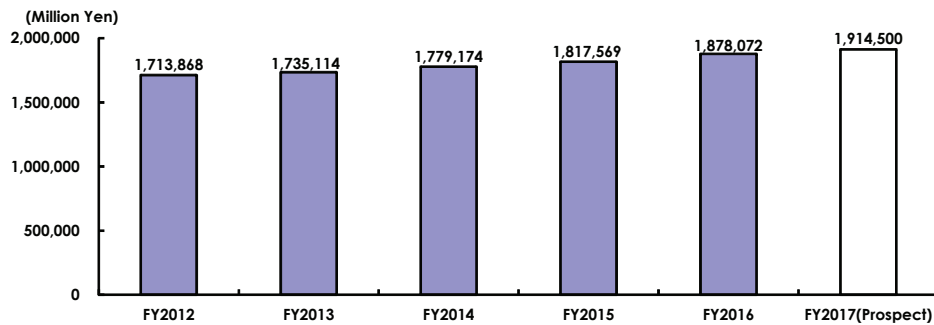
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■ **Figure & Table 1: Transition of Domestic Toiletries Market Size**



(Units: Million Yen, %)

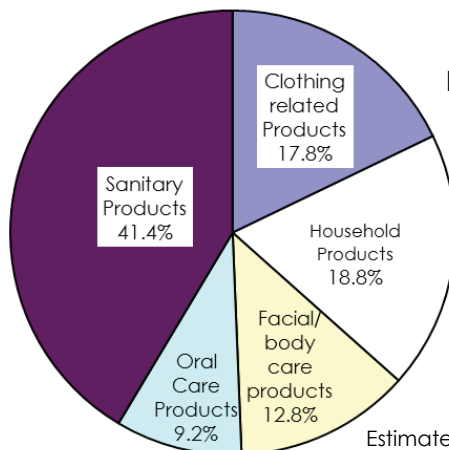
	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017(Prospect)
Market Size	1,713,868	1,735,114	1,779,174	1,817,569	1,878,072	1,914,500
Y-o-Y	99.7	101.2	102.5	102.2	103.3	101.9

Estimated by Yano Research Institute

Notes:

1. The market size is based on the shipment value at manufacturers.
2. The toiletries market in this research mainly indicates the products sold through the channels for miscellaneous daily goods. The following 50 items from 5 categories are targeted: 7 items from clothing related products, 16 items from household products, 10 items from facial/body care products, 6 items from oral care products, and 11 items from sanitary products.

■ **Figure 2: Composition Ratio of Toiletries Market by Category**



**FY2016 Domestic Toiletries Market Size:
1,878,072 Million Yen**

Estimated by Yano Research Institute

Notes:

3. The market size is based on the shipment value at manufacturers.
4. The toiletries market in this research mainly indicates the products sold through the channels for miscellaneous daily goods. The following 50 items from 5 categories are targeted: 7 items from clothing related products, 16 items from household products, 10 items from facial/body care products, 6 items from oral care products, and 11 items from sanitary products.