

## ***Cosmetic Industry in Japan: Key Research Findings 2010***

### ➤ **Research Outline**

**Yano Research Institute has conducted a study on cosmetic industry in Japan with following conditions.**

1. Research period: June to September 2010
2. Research targets: Cosmetic brand manufacturers, cosmetic contract manufacturers, cosmetic ingredient manufacturers and trading firms and distributors
3. Research methodologies: Face-to-face interviews, telephone surveys and literature research

### ➤ **Key Findings**

- ◆ **The FY 09 cosmetic market size continued to decrease to JPY 2,284.0 billion, down 1.3% year-on-year.**

The market size of cosmetics in fiscal 2009 was estimated at 2,284.0 billion yen based on brand manufacturer shipment value. It decreased by 1.3 percent from the previous year. The cosmetic industry had been said to be strong against the recession, however, it has continued to shrink since fiscal 2008 influenced by the depression which began in the fall of 2008. The cosmetic industry in Japan has already been saturated and manufacturers are trying to expand their business in China and other Asian markets.

- ◆ **By product category, the men's cosmetic market is the only sector that has grown positively.**

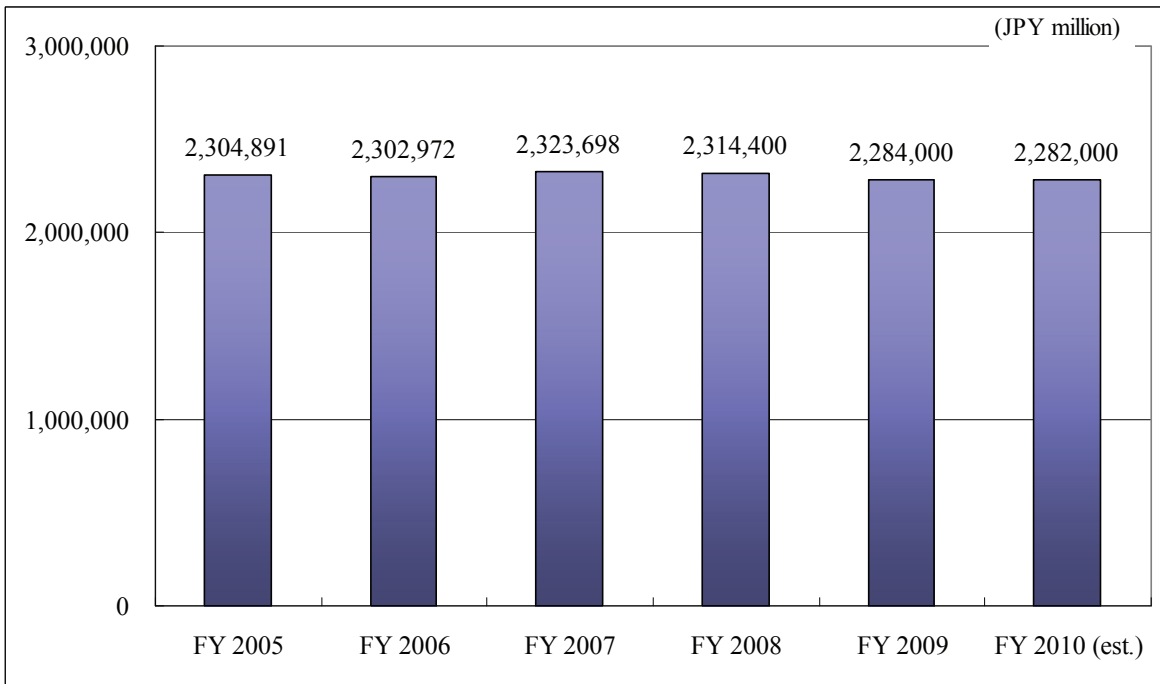
The markets of skin-care, make-up and hair-care products and fragrances declined, while men's cosmetic market expanded. In the former time men's skin-care products were mainly face wash and face paper. Nowadays manufacturers are strengthening toner and beauty essence products for men's skin care.

### ➤ **Report format:**

Published report: "Cosmetic Industry 2010" Issued in: September 30, 2010  
Language: Japanese Format: 587 pages in A4 format  
Price: 105,000 yen (5,250 yen of consumption tax will be additionally charged for sales in Japan.)

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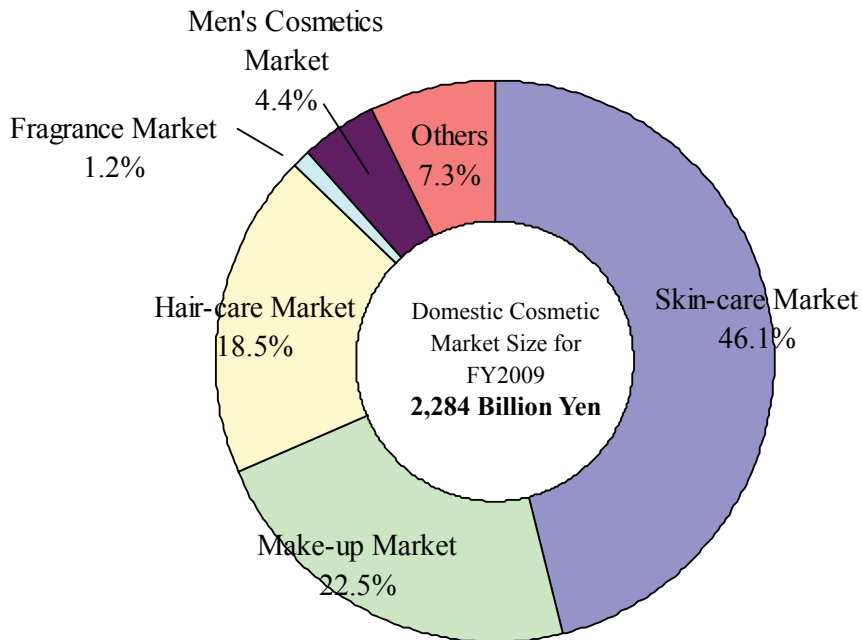
### [Cosmetic Market Size]



Estimated by Yano Research Institute Ltd.

Note: Based on brand manufacturer shipment value.

### [Cosmetic Market Size by Category]



Estimated by Yano Research Institute Ltd.

Note: Based on brand manufacturer shipment value.