

Cosmetic Contract Manufacturing Market in Japan: Key Research Findings 2011

◆ **Research Outline**

Yano Research Institute has conducted a survey on cosmetic contract manufacturing market with the following conditions:

1. Research period: From April to June, 2011
2. Research targets: Participants of cosmetic contract manufacturing market, cosmetic makers and etc.
3. Research methodologies: Face-to-face interviews, mail-in-questionnaire in combination with literature research

What is cosmetic contract manufacturing market in this research?

A market of those skincare, makeup, hair-care and other cosmetic products commissioned from cosmetic makers and retailers to be manufactured.

◆ **Key Findings**

■ **Cosmetic Contract Manufacturing market in FY 2010 is estimated as 195.5 billion yen, 103.3% of the previous year**

It is estimated that market of cosmetic contract manufacturing is to be 195.5 billion yen, 103.3 % of the previous year. The revision of Pharmaceutical Affairs Act in April 2005 and improvement in profit making structure and business models of cosmetic makers have led the manufacturing sector of cosmetic products to be outsourced. In addition, increase of market entries by those companies from different industries that do not have manufacturing facilities (i.e. Apparel, communications and etc.), and more orders of manufacturing cosmetic products from retailers such as drugstores and major supermarkets wanting to sell them as their private brands are uplifting the market to annual 2% growth since 2007.

■ **Contract manufacturers strengthening its presence to an R&D partner**

Cosmetic contract manufacturers are stepping up their positions from mere commissioned manufacturer of the brand products to an R&D partner of their clients by enhancing their planning and proposing abilities. To the new market entrants, they provide not only the products but also advices for marketing strategies. Some of cosmetic manufacturers are flexible enough to shift their bases abroad when some brand name makers have ventured into overseas market. Such aspiring factors have led the outlook of this market in 2011 to be 200.5 billion yen, 102.6% of the previous year.

◆ **Report format:**

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