

## **Cosmetic Market in Japan: Key Research Findings 2011**

### **◆ Research Outline**

**Yano Research Institute has conducted a survey on domestic cosmetic market with the following conditions:**

1. Research period: From June to September, 2011
2. Research targets: Cosmetics brand manufacturers, cosmetics contract manufacturers, cosmetics raw material makers/merchandisers, and distributors
3. Research methodologies: Face-to-face interviews, research by telephone, and literature research

### **◆ Key Findings**

#### **■ With Y-o-Y Growth Rate being 100.1 %, Size of Entire Domestic Cosmetic Market in FY2010 Remained Same Level at 2,286 Billion Yen**

The size of cosmetic market in FY2010 was calculated as 2,286 billion yen based on brand manufacturer shipment value. With growth rate 100.1%, the market was almost unchanged from the previous year. Since it is difficult to scale up in the already matured domestic market, manufacturers are seeking overseas for new opportunities.

#### **■ Conspicuous were Emergence of Low-Price Skin Care Products and Continuous Growth in Men's Cosmetics and Fragrances**

Regardless of sluggish purchasing behaviors by consumers due to the prolonged economic recession, low-price skin care market was exceptionally vibrant with products that cost around 1,000 yen. There was even a case where a major manufacturer entered into low-priced market with a new brand. Other winners of the plus growth were; men's cosmetics, being in a good form recently, and Fragrance, with new marketing strategies turned out to be a success.

### **◆ Report format:**

Published report: "Cosmetic Industry 2011"

Issued on: September 30, 2011

Language: Japanese

Format: 657 pages in A4 format

Price: 110,250 yen (5,250 yen of consumption tax shall be charged for the sales in Japan.)

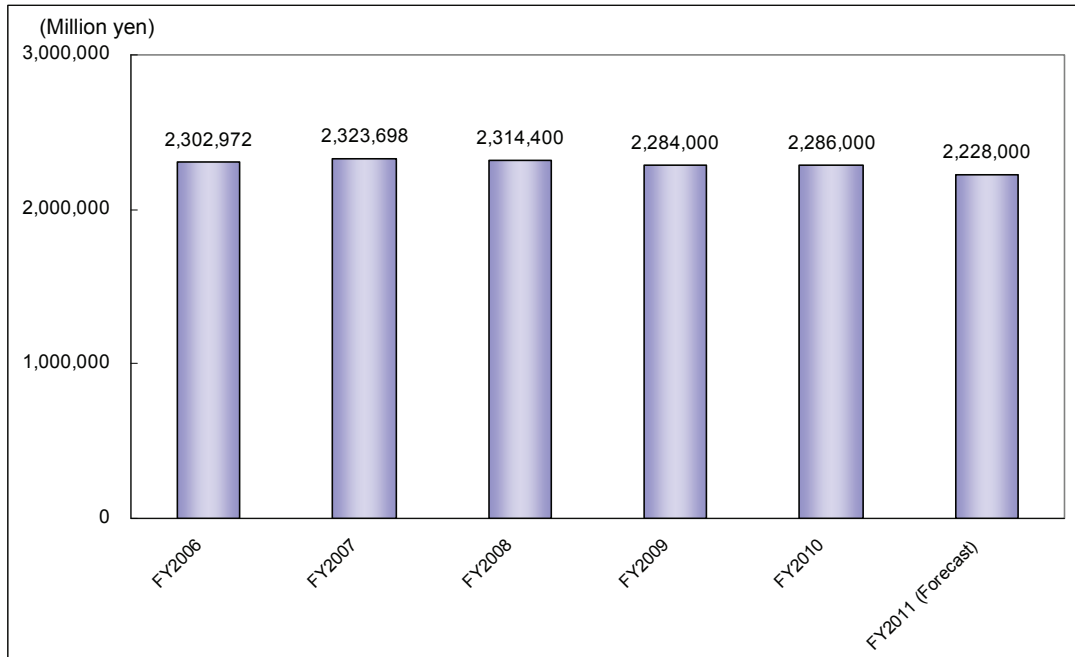
**Contacts:** Public Relations

**Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)**

Phone: +81-3-5371-6912

E-mail: [press@yano.co.jp](mailto:press@yano.co.jp)

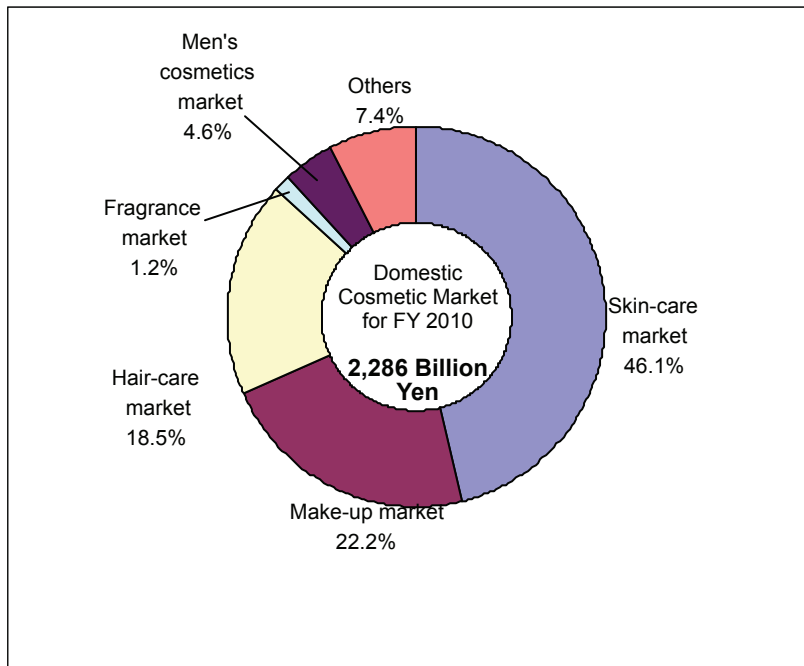
**Figure 1: Transition and Forecast of Cosmetic Market Size**



Note:

1. Based on the shipment value from brand manufacturers.

**Figure 2: Cosmetic Market Size by Product Category in FY 2010**



Note:

2. Based on the shipment value from brand manufacturers.