

Cosmetic Market in Japan: Key Research Findings 2013

◆ Research Outline

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

1. Research period: From June to September, 2013
2. Research targets: Cosmetic brand manufacturers; cosmetic contract manufacturers, cosmetic raw material makers/merchandisers, and distributors
3. Research methodologies: Face-to-face interviews, research by telephone, and literature research

◆ Key Findings

■ Domestic Cosmetics Market in FY2012 Reached ¥2,290 Billion, 100.8% of Previous Year

The domestic cosmetic market in FY2012 attained 2,290 billion yen, 100.8% of the size of the previous year, based on the shipment value of brand makers. The cosmetic market in Japan, where existing manufacturers have already been struggling over limited market share, now faces ever fiercer competition with foreign manufacturers developing “prestige” marketing and series of companies from other industries newly entering the market.

■ Among Growing Men’s Cosmetic Market, Conspicuous were Functional Skincare Products

The domestic cosmetic market in FY2012 attained positive growth in all the categories i.e., skincare, makeup, hair care, fragrance, and men’s cosmetics.

The simplified, multifunctional products from the skincare and makeup markets enabling shorter time for make up continued its rising tendency from the previous year, and those non-silicone products from hair care market showed favorable increase. As for men’s cosmetics, the functional skincare products that have been developed as solutions for whitening, acne-care, anti-aging and other issues have also sold well.

◆ Report format:

Published report: “Cosmetic Industry 2013”

Issued on: September 30, 2013

Language: Japanese

Format: 644 pages in A4 format

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

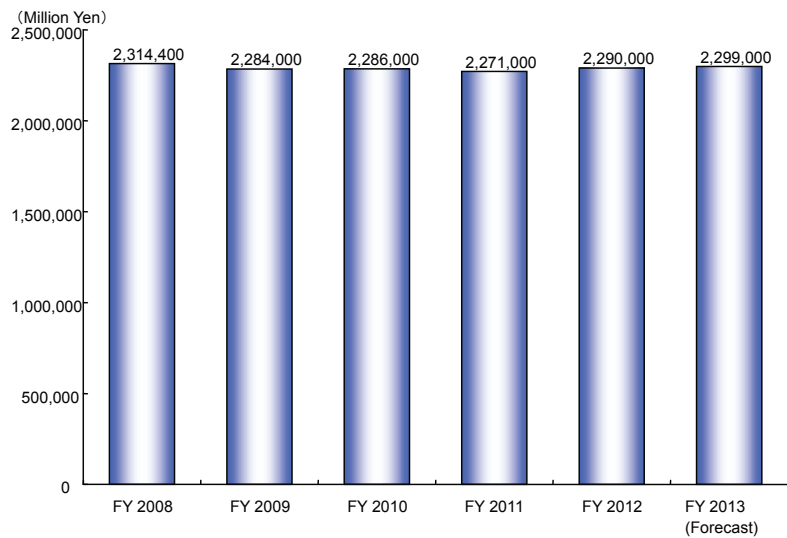
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■ **Figure 1: Transition and Estimated Size of Domestic Cosmetic Market**

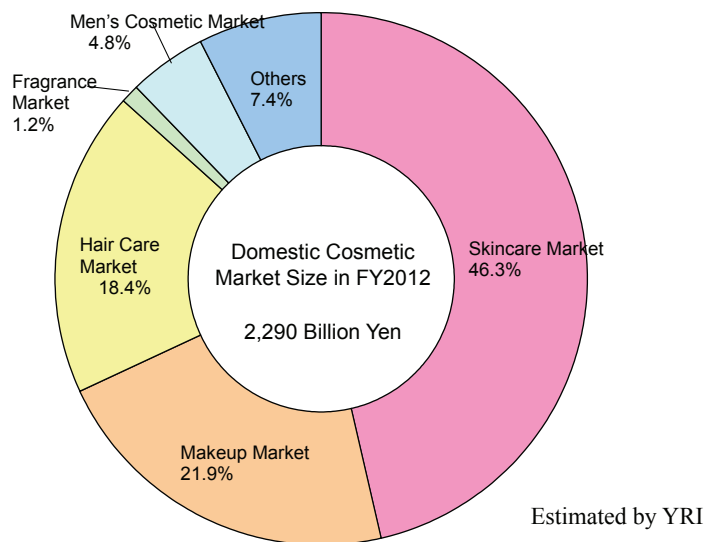


Estimated by YRI

Note:

1. The figures are based on shipment values of brand manufacturers.

■ **Figure 2: Forecast of Domestic Cosmetic Market Size by Product Category in FY 2012**



Estimated by YRI

Note:

2. The figures are based on shipment values of brand manufacturers.