

Body Care/Reflexology Market in Japan: Key Research Findings 2015

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic body care and reflexology market with the following conditions:

1. Research period: April to June, 2015
2. Research target: Companies providing body care/reflexology services and organizations related to such services
3. Research methodologies: Face-to-face interviews by expert researchers, surveys via telephone/FAX/mail-in, and literature research

<What are body care (quick massage)/reflexology?>

This research defines “body care” as a service that provides healing and refreshing feeling, dispersing stresses by touching and working on the human body (the same definition written in the statement in the Body Relaxation Safety & Security Organization.) Quick massage is the common name of such services, but this research distinguishes it from “massage” where massages can only be provided by qualified practitioners who passed national exams. Body care or quick massage in this research indicates above-mentioned services not limited to those provided by certified persons.

Reflexology indicates a treatment that applies pressure to special zones in the feet in order to increase circulation and to improve metabolism, for the purpose to eventually help heal headaches, stiff shoulders, or back aches and increase health.

◆ **Key Findings**

■ **Size of Body Care (Quick Massage)/Reflexology Market in 2014 Attained 106.0 Billion Yen, 101.5% on Y-o-Y Basis**

The body care (quick massage)/reflexology market in 2014 attained 106.0 billion yen, 101.5% of the size in the previous year, based on the turnover of the businesses. In contrast to the leading companies operating body care/reflexology salons enjoying favorable business, mid-to-small companies have suffered from deterioration of business condition, in addition to fierce price competition among those service providers offering low-priced treatment.

■ **Issues of Lacking Therapists (Practitioners) and Working Conditions Yet to be Solved**

The issue of therapist (practitioner) shortage still lingers, because there are following two problems: One is insufficient number of students trying to be therapists fresh from the school; another is poor retention of existing employees at salons. In order to improve the current situation, increasing numbers of companies operating body care/reflexology salons have started introducing thorough personnel management as well as personnel-rating-based wages to replace the conventional performance-based wages.

■ **Body Care (Quick Massage)/Reflexology Market in 2015 Expected to Achieve 107.7 Billion Yen, 101.6% on Y-o-Y Basis**

Although the body care (quick massage)/reflexology market in 2015 expected to continue being stable, the growth rate is likely to slowdown to 101.6% of the market size in 2014 to attain 107.7 billion yen, based on the turnover of the businesses. Whereas the leading companies remain to be active in opening new salons to expand their business for the future, curtail of business seems to be unavoidable for some existing salons of the companies of mid-to-small sizes.

◆ **Report format:**

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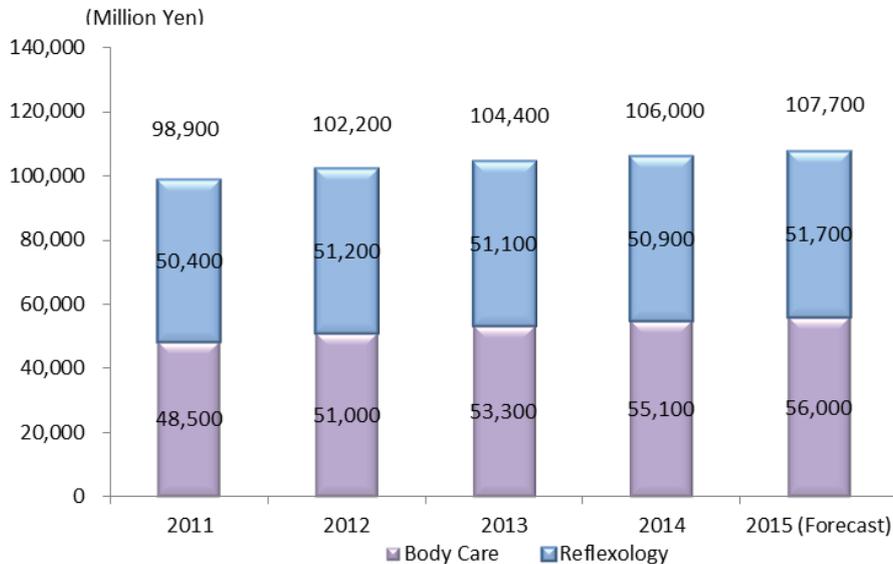
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■ **Figure 1 :Transition and Forecast of Body Care (Quick Massage)/Reflexology Market**



Note:

1. The market size is based on the turnover of the businesses.
2. Body care (quick massage) excludes acupuncture, “shiatsu”, and massages required to pass national exams.