

Business-Use Haircare Cosmetics Market in Japan: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a research on the business-use haircare cosmetics market with the following conditions:

1. Research period: January to March, 2017
2. Research target: Wholesalers and traders of hairdressing products, manufacturers of business-use cosmetics, and etc.
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone and email, and mail-in questionnaire

What are Business-Use Haircare Cosmetics?

The business-use haircare cosmetics in this research indicate those cosmetics in general for use and sale at beauty hair salons and barbers. No such business-use cosmetics and toiletry products used at accommodation facilities and aesthetic salons included.

◆ Key Findings

■ **FY2016 Business-Use Haircare Cosmetics Market Slightly Increased to 139.9 Billion Yen, 100.8% on Y-o-Y Basis**

The business-use haircare cosmetics market (based on the shipment values at manufacturers) in FY2016 attained 139.9 billion yen, 100.8% of the size of the previous fiscal year. In the recent hairdressing market, the attempts have been made at salons to offer combination of conventional treatments such as hair-cut, dressing, coloring and permanent waves, with such treatment as hair conditioning, scalp treatments, spas, and massages, aiming to improve productivity. In association with such attempts, enhanced sales of the products sold at salons have gradually shown in the results.

■ **In Association with Favorable Sales of Haircare Cosmetics Products, Increasing Number of Cosmetic Makers Strengthened Products Sold at Salons**

When categorizing the customers by age, the most frequent customers are the women in the range of around 40 to 50s and 60s. Since they have serious concerns over their aging hair conditions, the makers have launched haircare-focused products for the customers to use at home and enhanced the sales at salons. Increasing number of customers buy such haircare cosmetics at the salons because of the following reasons: The effect of the haircare cosmetics appears quickly as they use them every day; use of the products with the same quality as the salons can lead to earning the effects of counselling with the hairdressers at the salons.

■ **Natural or Organic Cosmetics, or Those Made with Vegetable Ingredients Show Vigorous Sales**

The recent rising trend toward natural and organic products makes no exception in the business-use haircare cosmetics market, where demand of such natural and organic products has been increasing. Therefore, natural and organic cosmetics have come to be regarded as growing category, so that each maker has begun paying attention.

◆ Report Format:

Published report: “Hairdressing Market 2017”

Issued on: March 31, 2017

Language: Japanese

Format: 1,064 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

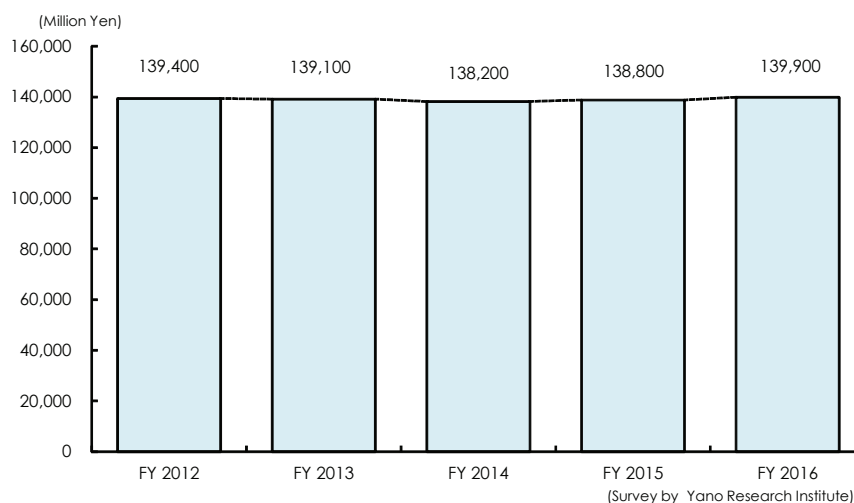
Contacts: Public Relations

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

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

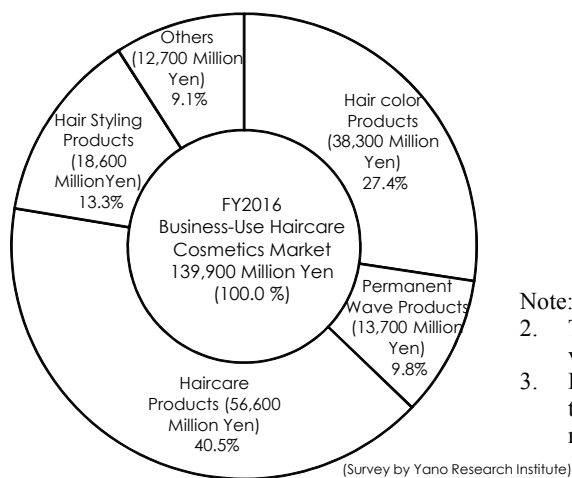
■ Figure & Table 1: Transition of Business-Use Haircare Cosmetics Market Size



Note:

1. The market size is based on the shipment value at manufacturers.

■ Figure 2: Composition Ratio of Business-Use Haircare Cosmetics Market by Category (FY2016)



Note:

2. The market size is based on the shipment value at manufacturers.
3. Because the figures are rounded, some totals and proportions above may not match.