

## **Skin Care in Japan**

Market Direction | 2023-05-19 | 30 pages | Euromonitor

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### **Report description:**

Skin care in Japan experienced a tailwind in terms of domestic demand in 2022 due to greater opportunities to spend time outside of the home, including more of a focus on appearance and the wearing of cosmetics, which supported increasing sales of facial cleansers. There was also a strong rebound of inbound arrivals, as the government announced that it would ease restrictions on the number of overseas travellers coming to Japan during the year. However, the number of inbound arrivals remained lo...

Euromonitor International's Skin Care in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Skin Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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SKIN CARE IN JAPAN

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2022 DEVELOPMENTS

Greater focus on skin sensitivity and cleansing properties

Greater education among local consumers encourages brands to explore ingredients with specific claims

Convenience stores aim to intensify competition in mass segment of skin care

PROSPECTS AND OPPORTUNITIES

Facial care to continue driving skin care, while brands of body care must further invest in marketing to expand consumer reach

Despite wealth of ingredients, skin care continues to push boundaries

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## SOURCES

### Summary 1 Research Sources

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