

Skin Care in Japan

Market Direction | 2024-04-12 | 30 pages | Euromonitor

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Report description:

In 2023, skin care continued to see current value growth in Japan due to the ongoing increase in awareness of self-care. In addition, from April 2023, all travellers entering Japan on direct flights from China were no longer required to present a negative COVID-19 test result certificate within 72 hours of departure. Furthermore, the ban on group travel from China to Japan was lifted in August 2023. This meant that almost all restrictions related to COVID-19 were lifted for visitors to Japan. As...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care increases due to the strong performance of long-selling brands, and as coloured lip care grows significantly due to unmasking

Dermocosmetics skin care continues to grow, while the competition intensifies due to fragmented demands

Ingredient-focused trend takes hold, pursuing both safety and efficacy, and products based on K-beauty treatment concepts emerge

PROSPECTS AND OPPORTUNITIES

Domestic demand and increasing unit prices as value growth drivers; facial cleansers, face masks and anti-agers in the spotlight

Medical approach-inspired product developments and branding will win over consumers

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