Beauty and Personal Care in Japan
April 2024

Table of Contents
EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater mobility and increased demand for sun care drive growth
Growth in premiumisation, and the entry of premium brands
K-Beauty emerges in baby and child-specific products

PROSPECTS AND OPPORTUNITIES

While declining birth rate will negatively impact sales in the long term, skin care and sun care set to grow over the forecast period
Involving parents in promotions
Cultivating brand loyalty through special care for postpartum women

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028
KEY DATA FINDINGS

2023 DEVELOPMENTS

Although value sales remain higher than pre-pandemic, normalisation of society leads to decline
Bath additives records decline due to climate and inflation, but value-added products increase
Bar soap and body wash/shower gel show stable demand

PROSPECTS AND OPPORTUNITIES

While minimal value growth is expected, bath additives and body wash/shower gel set to see good performances
Products with hair care and skin care values will attract consumers
Experiential events are key to improving brand image and driving brand switching

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2018-2023
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics grows on the back of the pandemic, but prices are polarising
Breakthrough of premium brands due to increasing presence of luxury fashion brands, despite price rises
Rise of mass brands and private label lines from mass retailers

PROSPECTS AND OPPORTUNITIES

Colour cosmetics not set to recover in the forecast period; challenges include creating luxury value propositions and attracting men
Share erosion of mid-priced brands expected to continue due to price polarisation
Demand for colour cosmetics with skin care benefits expected to continue to rise

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Competition becomes fierce as sales continue to rebound
Leveraging collaborations to boost brand awareness
The concept of femcare appears in deodorants

PROSPECTS AND OPPORTUNITIES
More time spent outside the home and global warming will contribute to solid growth
Products that protect against sweat and odours will be able to differentiate from fragrance products
Products with concepts of hair care and skin care will attract attention

CATEGORY DATA
Table 42 - Sales of Deodorants by Category: Value 2018-2023
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Deodorants in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS
While social activities normalise, fiercer competition continues to be a headwind
Safety and moisturisation are key in product selection, just like in skin care
Disposable products going green

PROSPECTS AND OPPORTUNITIES
Women’s razors and blades set to see slight growth in depilatories
Desire to take care of pubic hair will generate demand
Availability of razors and blades for specific body parts will increase

CATEGORY DATA
Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women’s Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Depilatories in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Increasing number of new users and the popularity of premium products drive growth
Luxury brands strengthen fragrances as a gateway to their brands
Consumers enjoy scents at home, but not just fragrances

PROSPECTS AND OPPORTUNITIES
Fragrances set to keep growing, with more room for new consumers, and the popularity of premium products
Subscription services expected to expand
Salon de Parfum by Isetan Mitsukoshi regarded as the most influential fragrance event

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care increases steadily, thanks to the self-care trend and premiumisation
New emerging brands and private label on the rise
Benefit of scent in hair care products

PROSPECTS AND OPPORTUNITIES

Growth in hair care set to be slow, but the category will continue to see solid demand
Skinification to continue
Potential for hair care gift sets

CATEGORICAL DATA

Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Japan

CATEGORICAL DATA

Table 66 - Sales of Hair Care by Category: Value 2018-2023
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men’s Grooming in Japan

CATEGORICAL DATA

Table 79 - Sales of Hair Care by Category: Value 2018-2023
Table 80 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 81 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 82 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 83 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 84 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 85 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 86 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 87 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 88 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 89 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 90 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 91 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Salon de Parfum by Isetan Mitsukoshi regarded as the most influential fragrance event

CATEGORICAL DATA

Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Key Data Findings

2023 Developments

Hair care increases steadily, thanks to the self-care trend and premiumisation
New emerging brands and private label on the rise
Benefit of scent in hair care products

Prospects and Opportunities

Growth in hair care set to be slow, but the category will continue to see solid demand
Skinification to continue
Potential for hair care gift sets

Categorical Data

Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Japan

Key Data Findings

2023 Developments

Hair care increases steadily, thanks to the self-care trend and premiumisation
New emerging brands and private label on the rise
Benefit of scent in hair care products

Prospects and Opportunities

Growth in hair care set to be slow, but the category will continue to see solid demand
Skinification to continue
Potential for hair care gift sets

Categorical Data

Table 66 - Sales of Hair Care by Category: Value 2018-2023
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men’s Grooming in Japan

Key Data Findings

2023 Developments

Growth continues in men’s grooming, with new consumers in skin care and fragrances
Men’s skin care is attracting interest amongst all generations
Men’s fragrances from luxury brands and fashion brands attract new consumers

Prospects and Opportunities

Rising awareness of beauty and the genderless concept will support growth in the consumer base
Retailers could attract new consumers to men’s grooming
Men’s colour cosmetics has significant potential for growth
KEY DATA FINDINGS

2023 DEVELOPMENTS
Functionality continues to support growth
Decline for mouthwashes/dental rinses
Oral care while sleeping

PROSPECTS AND OPPORTUNITIES
High functionality and generating new young users will be important for growth
While periodontal disease remains the main concern, demand for bad breath care and teeth whitening will also rise
A subtle change in the competition in electric toothbrushes

CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2018-2023
Table 89 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 90 - Sales of Toothbrushes by Category: Value 2018-2023
Table 91 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 93 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 94 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 96 - LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 97 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 99 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Japan

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
Potential for skin care products which contain natural ingredients from beverage and food production processes
Sun Care in Japan

2023 DEVELOPMENTS
Dynamic growth due to more time spent outside, and the long, hot summer
A new waterproof standard is established
Products with colour cosmetics function attract attention

PROSPECTS AND OPPORTUNITIES
Sun protection will continue to grow, with room for expansion amongst men
Sun protection products with high skin care functionality will continue to see demand
Social media drives user reviews, but a need to establish an objective effect measurement

CATEGORY DATA
Table 112 - Sales of Sun Care by Category: Value 2018-2023
Table 113 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 114 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 115 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 117 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in Japan

2023 DEVELOPMENTS
Premium adult sun care and fragrances drive growth in premium beauty and personal care
Luxury brands strengthen fragrances as a gateway to their brand
Rebound of premium colour cosmetics and the rise of luxury brands

PROSPECTS AND OPPORTUNITIES
Premium beauty and personal care expected to see continuous growth
Premium sun protection and fragrances likely to see increases in the consumer base and unit prices
Opportunities in meeting the need for premium gift sets

CATEGORY DATA
Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
KEY DATA FINDINGS

2023 DEVELOPMENTS

End of pandemic is a headwind to growth for mass bath and shower
Mass colour cosmetics flourishes amidst rising living costs, while mass fragrances faces competition
Private label beauty lines are emerging from mass retailers

PROSPECTS AND OPPORTUNITIES

Mass beauty and personal care to maintain growth moving forward
Mass retailers will attract customers by developing private label lines with added value
Consumers will continue to find multipurpose products cost-effective

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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