

# Beauty and Personal Care in Japan

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# Beauty and Personal Care in Japan

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## 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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Luxury brands strengthen fragrances as a gateway to their brand

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Mass colour cosmetics flourishes amidst rising living costs, while mass fragrances faces competition

Private label beauty lines are emerging from mass retailers

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