

Health and Beauty Specialists in Japan

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Physical outlets regain momentum post-COVID-19, and competition intensifies both online and offline

Increased activities outside the home generate demand for OTC products

Online offerings increase

PROSPECTS AND OPPORTUNITIES

Unique private label launches could be key to retain consumers

Continued development of private label lines targeted towards Gen Z expected

Femtech and femcare likely to be the next trends in health and beauty specialists

CHANNEL DATA

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Retail in Japan - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer bargains

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Christmas and year-end bargains

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