

NEW YORK, Sept. 19, 2013 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

Market Focus: Trends and Developments in the Skincare Sector in Japan http://www.reportlinker.com/p01624374/Market-Focus-Trends-and-Developments-in-the-Skincare-Sector-in-Japan.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=Skin_Care_Products

Product Synopsis

This report provides a concise overview of the Skincare market in Japan. After reading this report, you will understand the size of the market, the economic, demographic and behavioural trends that will drive its evolution and the leading companies within the market, allowing you to plan effectively for the future.

Introduction and Landscape

Why was the report written? This overview of the consumer and market dynamics of the Japanese Skincare sector allows new entrants and established companies to gain rapid and comprehensive insight into the current state of the market and identify the key trends that will drive growth in the coming years.

What is the current market landscape and what is changing? Japan is one of the fastest

aging nations among developed countries. Consumers above the age of 65 accounted for 24% of the population in 2012, while children aged 14 and under made up only 13% of the population. Consumer Packaged Goods companies are increasingly tapping into the lucrative "grey" market with a range of products targeting the elderly population.

What are the key drivers behind recent market changes? Japan's aging population means the importance of anti-aging products will increase. However, this market isn't confined just to older women; a significant opportunity is developing among young adult women, who are adopting a "preventative" anti-aging skincare regime in order to prevent premature aging and enjoy better skin later in life.

What makes this report unique and essential to read? This report brings together consumer insight and market data to provide a comprehensive brief of the Japanese Skincare sector. This allows for the rapid identification of key growth opportunities across five Skincare categories and their packaging.

Key Features and Benefits

Analysis of consumer behaviour, economic conditions, and demography reveals emerging opportunities in the Skincare sector.

Key growth categories are highlighted by analyzing the market dynamics of five Skincare categories: Body Care, Depilatories, Facial Care, Hand Care, and Make-up Remover.

Market shares are provided for the leading brands across the Body Care, Depilatories, Facial Care, Hand Care, and Make-up Remover categories.

An overview of packaging trends in the Japanese Skincare sector is provided, including primary packaging material and type, packaging closures, and outer packaging.

Key future trends are highlighted and analyzed in order to identify opportunities and threats in the Skincare sector.

Key Market Issues

Therapeutic Skincare brands like Mentholatum Acnes Creamy Wash and Yu-Be Moisturizing Cream are becoming increasingly popular in the traditional market of consumers who have problem skin, and are positioning themselves to compete against mainstream skincare brands.

Japanese consumers are looking for increasingly effective skincare products. In particular, sun-protection claims are being used to boost sales of prestige skincare brands. Whether it is health concerns or because of the links between over-exposure to the sun and prematurely aged-skin, the intensified focus on sun protection offers an opportunity for marketers to offer value-added products.

The growing presence of digital consumers and the provision of services such as online consultations has boosted sales through eRetailers, who in 2012 accounted for 7% of the Skincare market.

Consumers are increasingly wary of the potential health effects of ingredients such as parabens, phthalates, and anti-bacterial agents such as triclosan. Meanwhile, media outlets have been quick to pick up on studies showing the potential carcinogenic effect of some moisturizers on mice.

Key Highlights

Innovation in anti-aging is the main factor driving growth within the Skincare market. The importance of anti-aging will be driven by the large number of 30-49 year olds in Japan, who account for 26.9% of the population.

Increased interest in the potential health effects of ingredients such as parabens, phthalates, and anti-bacterial agents is driving demand for "natural" and organic Skincare products, which are often perceived to be better for you as consumers believe their ingredients to be less processed.

The Japanese cosmetics market is the second largest in the world. Japan is the biggest Skincare market globally, with revenue of over US\$20387.1 million in 2012 which is forecast to become US\$23413.5 million by 2017.

Per capita consumption of Skincare products is four times higher than in European countries such as Germany, France, and the UK. This high usage means that value for money is key, particularly in a weak economic environment where consumer spending is squeezed.

Packaging plays a significant role in capturing consumers' attention and influencing Skincare purchases. While Flexible Packaging is the preferred packaging material for Skincare because of its light weight, Rigid Plastic is also used extensively in the Facial Care, Body Care, and Make-up Remover categories. Country context - A declining birth rate and an ageing population are creating new dynamics in the consumer goods market in Japan - Hypermarkets and Supermarkets followed by Drug stores and Pharmacies are the most preferred point of sales for beauty and personal care products. - Online retail of beauty products setting in major changes in the cosmetics landscape in Japan including Skincare - Perpetual Quest for Agelessness with ageing population and massive awareness of healthy lifestyle drive the Skincare market in Japan . Packaging Claims and Shifting Focus towards Men's Skincare are major trends in Japan's Skincare market.

Sector Analysis - Facial Care dominate the Skincare market and sales shall grow at a stable rate over the forecast period. - Market shares of Skincare categories to maintain status quo during 2007-2017 - Growth in Skincare market to be stable during 2012-2017 - Body Care is the second biggest Skincare market after Facial Care with growing interest of Depilatories among Japanese Women. Growing consumption of Anti-agers among majority of Japanese women accounted for Majority sales of Facial Care in Japan. Brands and Private

Market Focus: Trends and Developments in the Skincare Sector in Japan

Written by Australian Business

Labels - Key Brands by Category. Packaging Insight - Growing demand for Skincare will drive the growth for Flexible Packaging and Rigid Plastic material. Packaging design key to product differentiation in Skincare market Future Outlook- four key trends in Japan's Skincare sector - Growing demand for Organic and Natural Cosmetics - Demand for Therapeutic products. - Innovation in Anti-Ageing and Product Formulations. - Value For Money. Data Appendix and Summary Methodology

Companies Mentioned

Shiseido, Johnson and Johnson, Nivea Kao Corporation, Reckitt Benckiser Japan Ltd., KracieHoldings,Ltd., Jurry Company Co.,, Kao Corporation ,ROHTO Pharmaceuticals Co. Ltd. ,Juju Cosmtics Co., Ltd.

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