

Japan Cosmeceuticals Industry Outlook to 2017 - Shifting Consumer Attention to Economical Products

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Abstracts

The industry research report on “Japan Cosmeceuticals Industry Outlook to 2017- Shifting Consumer Attention to Economical Products” provides an insight of the market past and present performance and outlook of the future of the industry on the basis of consumption and production. The report discusses industry segments performance on the basis of share in the overall industry and market size by value. The section on medicated cosmetics, hair remedies and distribution channel segmentation provides an entailing assessment of the market. The market share and competition highlight performance of the major players operating in the industry.

The utility of cosmeceuticals has considerably risen in recent years. This radically inclined the techniques of clinician in improving the treatment of skin, hair and other conditions. The value growth of cosmeceutical products over the years has been impelled by changing consumer perception. Nowadays consumers prefer natural cosmeceutical products as compared to synthetic products. With increasing accessibility of domestic and international cosmeceutical brands at reasonable prices, consumers have deviated from using the non-branded products and have showcased greater demand for prominent brands such as Unilever, Procter and Gamble and others.

The cosmeceuticals market in the country is projected to grow significantly in the coming five years on account of higher spending of consumers towards drug like cosmetics such as skin care, hair care as well as for other medicated cosmetic products. Dermaceuticals in the country has been largely confined to skin care sector, and within this anti-aging market dominated the industry over the past five years from 2007-2012. It has been observed that the companies are taking advantage of higher consumer interest in anti-aging medicated cosmetics by significant investment in the research and development.

Japan's economy underwent drastic changes due to several catastrophic events such as tsunami, earthquakes and nuclear disasters which adversely affected the industry outputs and dampened consumer confidence in the economy. The credit crunch in the economy over the years has restricted the consumer spending capacity to necessities. On the other hand, spending on cosmetics and other products such as cosmeceuticals has been constrained in the country. The plummeted consumer spending has led to a fall in production value generated by dermaticals market in Japan over the last few years.

The cosmeceuticals market in Japan has grown at a higher CAGR of 12.1% over the review period 2007-2012. The cosmeceuticals market in Japan has captured a remarkable share of 40.0% in the overall industry in Asia-Pacific in 2012. Acne products such as facial cleansers have been tempting the attention of consumers in a significant way in Japan. Skin care product segment has grown at an average annual growth rate of 7.4% in the last six years from 2006-2012. Cleansing scalp care contributed 40.4% in the dermaticals industry in Japan whereas others such as hair dyes and others made revenue of USD 667.8 million in 2012.

KEY TAKEAWAYS:

The report includes statistical information on market size, segments and sub-segments of the industry.

Industry segments are divided by consumption, by production and by distribution channels

Major Player's performance is discussed in the report with their market share, price positioning and key performance indicators

Future outlook section help to understand impact of factors associated with the industry

Macro economy factors provide a reasoning of change in industry performance and relation between industry and associated factors.

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