

Global J-Beauty Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G678D3C34294EN.html>

Date: December 2024

Pages: 147

Price: US\$ 2,800.00 (Single User License)

ID: G678D3C34294EN

Abstracts

Report Overview

J-Beauty, short for Japanese Beauty, refers to the beauty and skincare products originating from Japan. Known for its focus on quality, innovation, and simplicity, J-Beauty has gained significant popularity globally. The market encompasses a wide range of products such as skincare, makeup, haircare, and personal care items that emphasize natural ingredients, advanced technology, and traditional Japanese rituals.

As of 2023, the J-Beauty market is valued at approximately \$4.2 billion. With a projected Compound Annual Growth Rate (CAGR) of 6.78% from 2024 to 2032, the market is expected to reach \$6.8 billion by the end of the forecast period. This growth can be attributed to several key factors that are driving the market forward.

One of the primary growth drivers of the J-Beauty market is the increasing consumer demand for clean and sustainable beauty products. Consumers are becoming more conscious of the ingredients used in their skincare products and are actively seeking natural and environmentally friendly alternatives. J-Beauty products, known for their use of high-quality natural ingredients such as green tea, rice bran, and seaweed, are well-positioned to capitalize on this trend.

Moreover, the rising popularity of Asian beauty trends and the influence of social media platforms have significantly boosted the demand for J-Beauty products worldwide. Japanese skincare routines, which often involve multiple steps focused on hydration and protection, have garnered praise for their effectiveness, further driving the market growth.

In terms of market trends, one notable trend in the J-Beauty industry is the increasing adoption of minimalist skincare routines. Japanese skincare emphasizes simplicity and efficacy, with many products serving multiple purposes. This trend aligns with the growing consumer preference for streamlined beauty regimens that deliver results without overwhelming the skin.

Another trend is the integration of technology in beauty products. Japanese brands are at the forefront of innovation, incorporating advanced technologies such as nanotechnology, fermentation, and encapsulation to enhance product efficacy and delivery. For example, the use of microencapsulation in skincare products allows for targeted ingredient release, maximizing benefits for the skin.

Regional market distribution reveals that Asia Pacific, particularly Japan and South Korea, dominates the J-Beauty market. Japan, as the birthplace of J-Beauty, holds a significant share due to its reputation for quality and innovation. South Korea, known for its K-Beauty products, also plays a key role in driving the regional market growth.

In conclusion, while the J-Beauty market continues to expand globally, challenges such as increasing competition from K-Beauty and Western beauty brands, regulatory hurdles, and the need to adapt to evolving consumer preferences remain. To stay competitive, J-Beauty brands should focus on innovation, sustainability, and personalized solutions to meet the diverse needs of consumers worldwide.

This report provides a deep insight into the global J-Beauty market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global J-Beauty Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the J-Beauty market in any manner.

Global J-Beauty Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

POLA ORBIS HOLDINGS INC.

Mandom Corp.

Kos? Corporation

Procter & Gamble Company

Kao Corporation

Lion Corporation

Unilever

L'Oreal Groupe (Nihon L'Oreal)

Shiseido Co.

Ltd.

FANCL CORPORATION

CANMAKE

Market Segmentation (by Type)

Haircare

Skincare

Colour Cosmetics

Others

Market Segmentation (by Application)

E-commerce

Specialty Stores

Hypermarkets/Supermarkets

Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the J-Beauty Market

Overview of the regional outlook of the J-Beauty Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business

expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the J-Beauty Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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