

## Cosmetics Market in Asia: Favorable Demographics Fuel Sales

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The Japanese cosmetics market is in a stable condition but with continuous realignment of distribution channels, all cosmetics producers need to enhance and restructure the management of their sales channels. Specialty stores are the leading channel due to consumer convenience and low prices while sales through department stores is slowing down. Shiseido, Kao (and Kanebo), Kose, and Pola dominate the cosmetics market in Japan.

China's cosmetics market, the second largest in Asia Pacific after Japan, is witnessing increased demand due to improving lifestyles and rising disposable income of the Chinese population. However, the level of development of the market is still very low. This suggests a huge growth potential for foreign cosmetic producers. Although several domestic firms are present, foreign companies dominate the market. L'Oreal has the largest market share in China.

South Korean cosmetics market is growing at a faster rate than developed regions. There is a clear trend of the market heading towards premium cosmetic products. The younger populace is looking for general skin care and hair care products while the older generation has more specific needs for their cosmetics products. Another notable trend is the rising demand of the male consumer segment. Amorepacific and LG H&H, the leaders in the Korean cosmetics market, have transformed traditional stores into their self-owned retail channels.

India is being targeted by global cosmetic giants due to its favorable demographics. The modern, urban Indian women are becoming increasingly conscious about their style and looks, with great emphasis on lightening of skin tone. Skin care and color cosmetics have witnessed solid growth for the last few years, with more than half of the skincare market comprising of skin lightening creams. Lip products form a majority of the color cosmetics market. In India, small pack sizes are very popular as they offer a lower cost and the chance to try new products. Hindustan Unilever is India's largest cosmetics company, followed by L'Oreal.

Skin care products dominate the Taiwanese market, followed by color cosmetics and hair care products. In Singapore, sun care products and men's grooming product has been the growth engine. In Thailand, skin care products and perfumes lead the market. In Vietnam and Indonesia, domestic cosmetic producers cater to the middle and low-end market segment while imported cosmetics dominate the upper strata of the market.

This report analyzes the cosmetics market in Asia, with focus on Japan, Korea, China, India, Taiwan, Singapore, Thailand, Vietnam and Indonesia. It analyzes the market value, competitive landscape and market trends in each of the major regions. The report also profiles the top cosmetic companies, with a discussion of their key business strategies.

### Table of Content

#### 1. GLOBAL MARKET

- 1.1 Worldwide Market Value
- 1.2 Regional Breakdown
- 1.3 Worldwide Market by Segment
- 1.4 Market Size of Top 10 Countries

## **2. ASIAN MARKET**

### 2.1 Japan

- 2.1.1 Market Size
  - 2.1.1.1 Market Value
- 2.1.2 Competitive Landscape
  - 2.1.2.1 Japanese Cosmetics – Market Share
- 2.1.3 Market Trends
  - 2.1.3.1 Specialty Stores – Dominant Sales Channel
  - 2.1.3.2 Rising Expenditure by Men on Cosmetics
  - 2.1.3.3 High-end Brands Tie-up with Drugstores

### 2.2 China

- 2.2.1 Market Size
  - 2.2.1.1 Cosmetic Industry Sales
- 2.2.2 Competitive Landscape
  - 2.2.2.1 Top Premium Brands
  - 2.2.2.2 Market Share of Brands by Segments
- 2.2.3 Market Trends
  - 2.2.3.1 Dominance of Foreign Brands
  - 2.2.3.2 Low Per capita Spending on Cosmetics
  - 2.2.3.3 Growing Demand for Cosmetic Imports

### 2.3 Korea

- 2.3.1 Market Size
  - 2.3.1.1 Cosmetic Market Value
- 2.3.2 Competitive Landscape
  - 2.3.2.1 Korean Cosmetics – Market Share
  - 2.3.2.2 Specialty Stores – Market Share
  - 2.3.2.3 Door-to-door Channel - Market Share
- 2.3.3 Market Trends
  - 2.3.3.1 Demographic Trend helps Premium Demand
  - 2.3.3.2 Aging Trend Supports Specialty and Functional Cosmetics
  - 2.3.3.3 Male Consumer Segment

### 2.4 India

- 2.4.1 Market Size
  - 2.4.1.1 Color Cosmetics Market Value
- 2.4.2 Competitive Landscape
  - 2.4.2.1 Competitive Positioning of Brands
- 2.4.3 Market Trends
  - 2.4.3.1 Global Cosmetics Companies Target India
  - 2.4.3.2 India's Modern Women - Lightening of Skin Tone

### 2.5 Taiwan

- 2.5.1 Cosmetics & Toiletries Market Value
- 2.5.2 Cosmetic & Toiletries Market Share

### 2.6 Singapore

- 2.6.1 Cosmetics & Toiletries Market Value

### 2.7 Thailand

- 2.7.1 Cosmetics Market Value
- 2.7.2 Market Vale by Segment

### 2.8 Vietnam

- 2.8.1 Skin Care and Make-up Market Value
- 2.9 Indonesia
  - 2.9.1 Cosmetics Market Value

### **3. COMPANY PROFILES**

- 3.1 Shiseido
  - 3.1.1 Overview
  - 3.1.2 Business Strategies
  - 3.1.3 Strategy for Chinese Market
  - 3.1.4 Brand Strategy Renovation
- 3.2 Kao
  - 3.2.1 Overview
  - 3.2.2 Business Strategies
  - 3.2.3 Consumer-Driven Approach
  - 3.2.4 Strategy for Kanebo & Sofina Brands
- 3.3 AmorePacific
  - 3.3.1 Overview
  - 3.3.2 Business Strategies
  - 3.3.3 Globalization Strategy
  - 3.3.4 Mass Segment - Domestic Growth Driver
- 3.4 LG H&H
  - 3.4.1 Overview
  - 3.4.2 Business Strategies
  - 3.4.3 Restructuring to Premium Strategy
- 3.5 Hindustan Unilever
  - 3.5.1 Overview
  - 3.5.2 Business Strategies
  - 3.5.3 Relaunch of Sunsilk Shampoo
  - 3.5.4 Strategy for Skincare Products
  - 3.5.5 Lakme Fashion Platform & Salons
- 3.6 Jiangsu Longliqi Group
  - 3.6.1 Overview

### **LIST OF TABLES**

- Worldwide Toiletries & Cosmetics Market: Regional Breakdown (2004-2009E)
- Cosmetics Market Size of Top Ten Countries (2006-07E)
- Cosmetics Market Share of Top Ten Countries (2006-07E)
- China - Ranking Of Premium Brands in Department Stores
- China - Market Share – Shampoos & Conditioners (2006)
- China - Market Share – Hair Care Products (2006)
- China - Market Share – Skin Care Products (2006)
- China - Market Share – Color Cosmetics (2006)
- China - Market Share – Fragrances (2006)
- Import of Cosmetic Goods in China by Value (2004-06)
- Korea - Home Visit Channel Market Share (2002-06)
- Korea - Functional Cosmetics Vs Ageing Trend (2000-05)
- Taiwan Cosmetics & Toiletries Market (2004-06)
- Taiwan Cosmetic & Toiletries Market Share (2006)
- Singapore Cosmetics & Toiletries Market (2004-06)
- Thailand Cosmetics Market (2004-06)
- Thailand Cosmetics Market Value by Segment (2003-05)
- Vietnam Skin Care and Make-up Market (2004-06)
- Shiseido Revenue by Business Segments (2005-07)

Kao Revenue by Business Segments (2005-07)  
Amorepacific - Brand Portfolio  
LG H&H Revenue by Business Segments (2004-06)  
Hindustan Unilever Revenue by Business Segments (2004-06)  
Hindustan Unilever - Competitive Positioning  
Market Share of Hindustan Unilever by Segment (2006-07)

## **LIST OF CHARTS**

Toiletries & Cosmetics – Worldwide Market (2003-2010E)  
Worldwide Toiletries & Cosmetics Market by Segment (2006)  
Japanese Cosmetics Market Value (2006-07E)  
Japanese Cosmetics – Market Share (2006)  
Cosmetics Sales in Japan by Distribution Channel  
Chinese Cosmetic Industry Sales (2001-06)  
Cosmetics Industry – Per Capita Spending (by Region)  
Korean Cosmetic Market Value (1998-2006)  
Korean Specialty Stores – Market Share (2003-06)  
Korean Cosmetics – Market Share (2006)  
Korea - Men's Grooming Products – Retail Sales (2001-05)  
India Color Cosmetics Market Value (2006-10E)  
LG H&H: Prestige Vs Mass Cosmetics (2004-09E)

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