

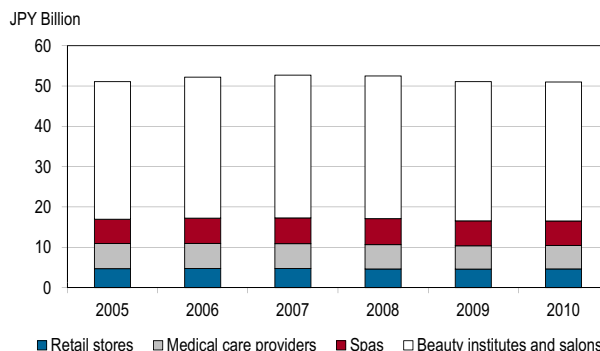
Professional Skin Care 2010: Japan Market Analysis and Opportunities

Fact Sheet

The Market

The economic downturn in Japan results in three successive years of decline for the professional skin care market in Japan, and sales decline by a marginal 0.1% in 2010.

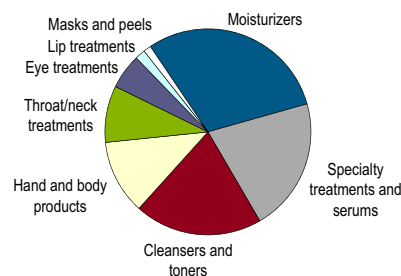
Manufacturers' Sales of Professional Skin Care Products in Japan by Purchase Channel, 2005 to 2010



Sales by Product Category

Moisturizers and specialty treatments and serums, with a high proportion of anti-aging products, are the two largest product categories in the market.

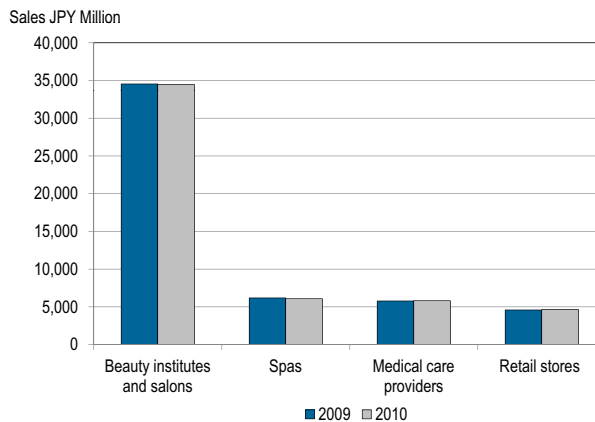
Manufacturers' Sales of Professional Skin Care Products in Japan by Product Type, 2010



Channels of Distribution

Beauty institutes and salons traditionally dominate the professional skin care market in Japan. Sales through the two largest channels, beauty institutes and spas, decline in 2010.

Manufacturers' Sales of Professional Skin Care Products in Japan by Purchase Channel, 2009 and 2010



Competitive Landscape

The Japanese market is highly fragmented in terms of the number of players. The top-two brands, Guinot and Mary Cohr are marketed by the French marketer, Guinot.

Manufacturers' Sales Share for Leading Professional Skin Care Brands in Japan, 2010

