

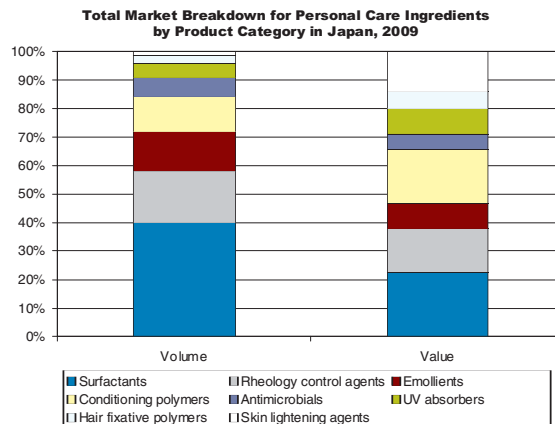
Global Personal Care Ingredients 2010

Japan Business Analysis and Opportunities

Fact Sheet

The Market

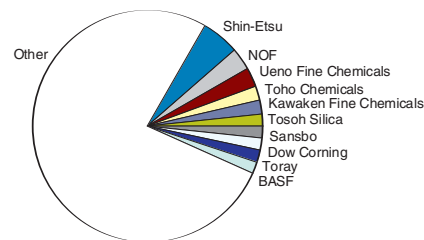
In 2009, the Japanese personal care ingredients market reached almost 30,000 tonnes on a 100% active basis. Surfactants and rheology control agents are the leading product categories having a combined volume market share of 58%. High volume share for these product categories may be explained by their presence in most cosmetic and toiletry products. Skin lightening actives, while representing a low volume share, represents a significant value share due to the high prices of the products considered.



Companies

The supplier basis of personal care ingredients in Japan is extremely fragmented with the ten leading suppliers representing less than a quarter of the total market volume. This situation is partly explained by the competition of global players with Japanese suppliers. Antimicrobials is the most consolidated product group with three companies accounting for 78% volume share and surfactants the most fragmented with the top three suppliers accounting only for 13% of the total surfactants volume.

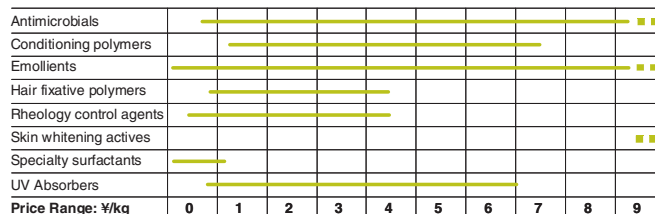
Market Share of the Leading Seven Suppliers in Japan, 2009



Pricing

Prices of personal care ingredients in Japan range roughly from ¥1.00/kg to more than ¥/300,000kg. Products at the higher end of that range are very specific products such as skin whitening actives or high-end emollients that are used at very little concentration in final formulations. With prices ranging from ¥170/kg to ¥1,000/kg, surfactants are the cheapest product category.

Pricing Summary Japan, 2009



Future Outlook

The Japanese personal care ingredients market is expected to grow at a limited pace of 0.5% per year in average, during the period 2009-2014. UV absorbers and skin lightening agents are expected to take advantage of a more consistent growth, whereas the hair fixative polymers market is expected to decrease, and antimicrobials to remain stable.

Volume Growth by Product Category in Japan, 2009 to 2014

