



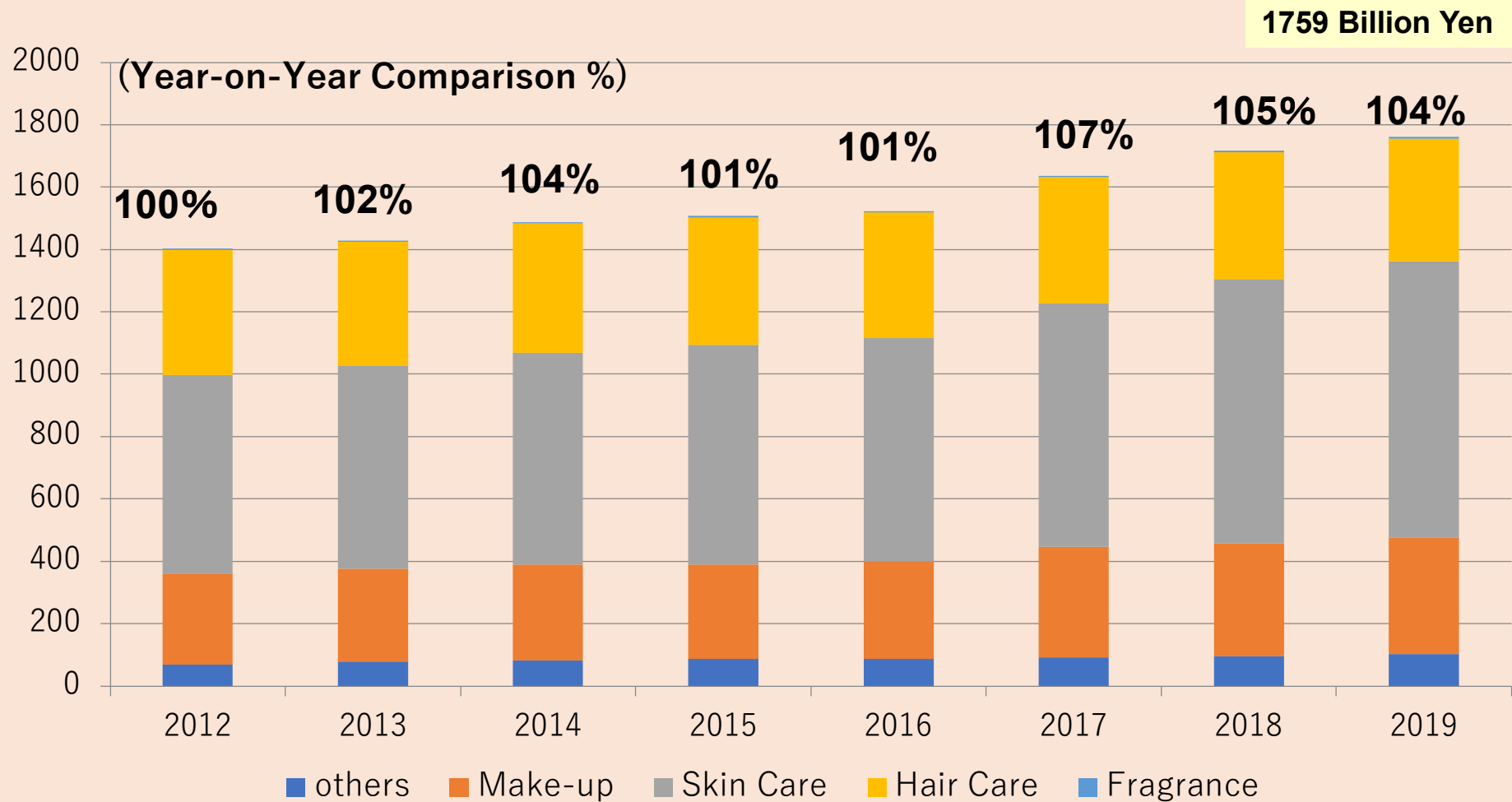
The Cosmetic Market Japan

Dec 2020

The Cosmetic Importers Association of Japan

Market Size

Shipment of Cosmetics by Domestic Manufacturers (2012 - 2019)



Shipment values were steadily increasing, specially by the effect of inbound tourists for these 3 years.

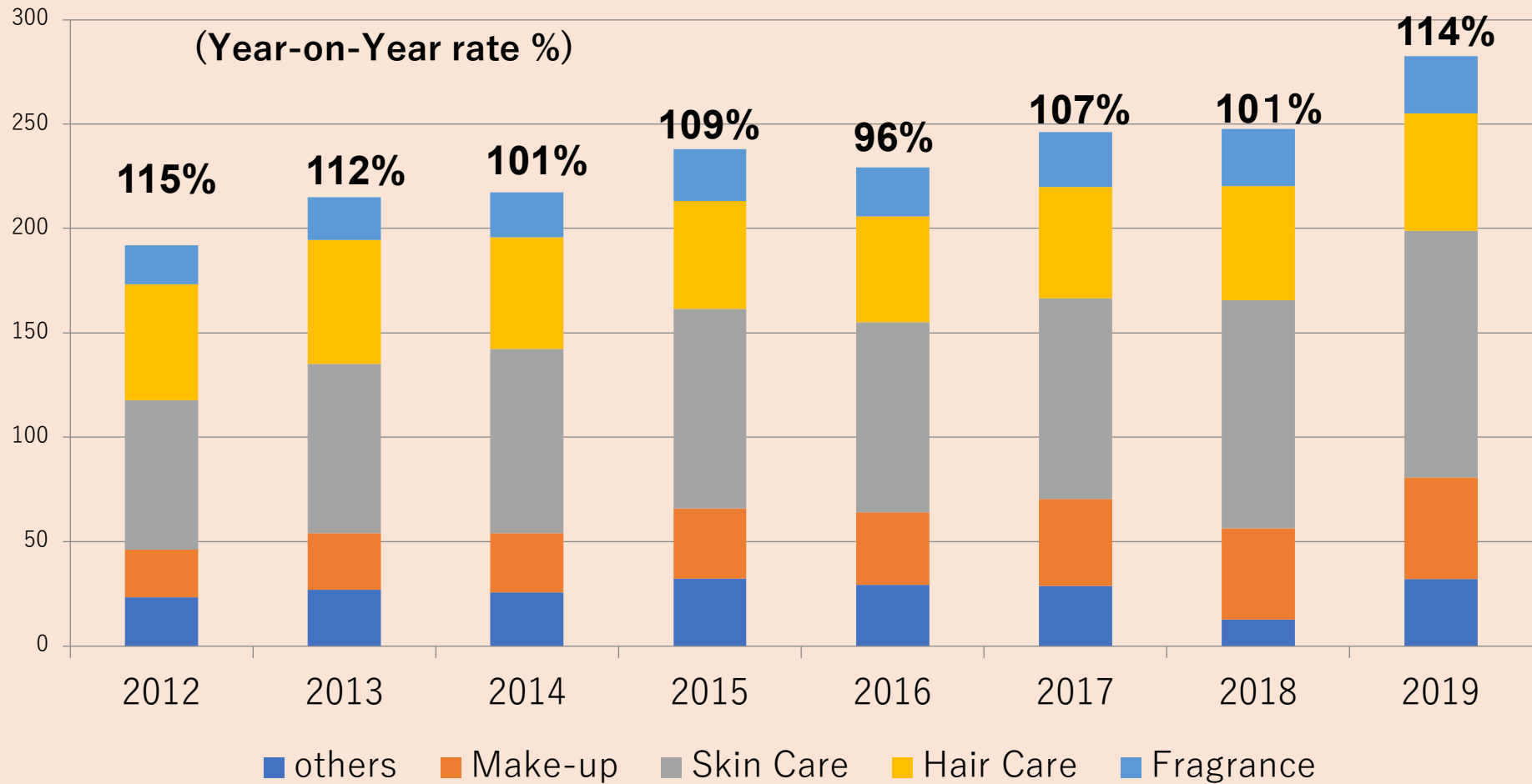
Data: Shipment Statistics, Ministry of Economy, Trade and Industry

Market Size

Import Cosmetics

(2012 - 2019)

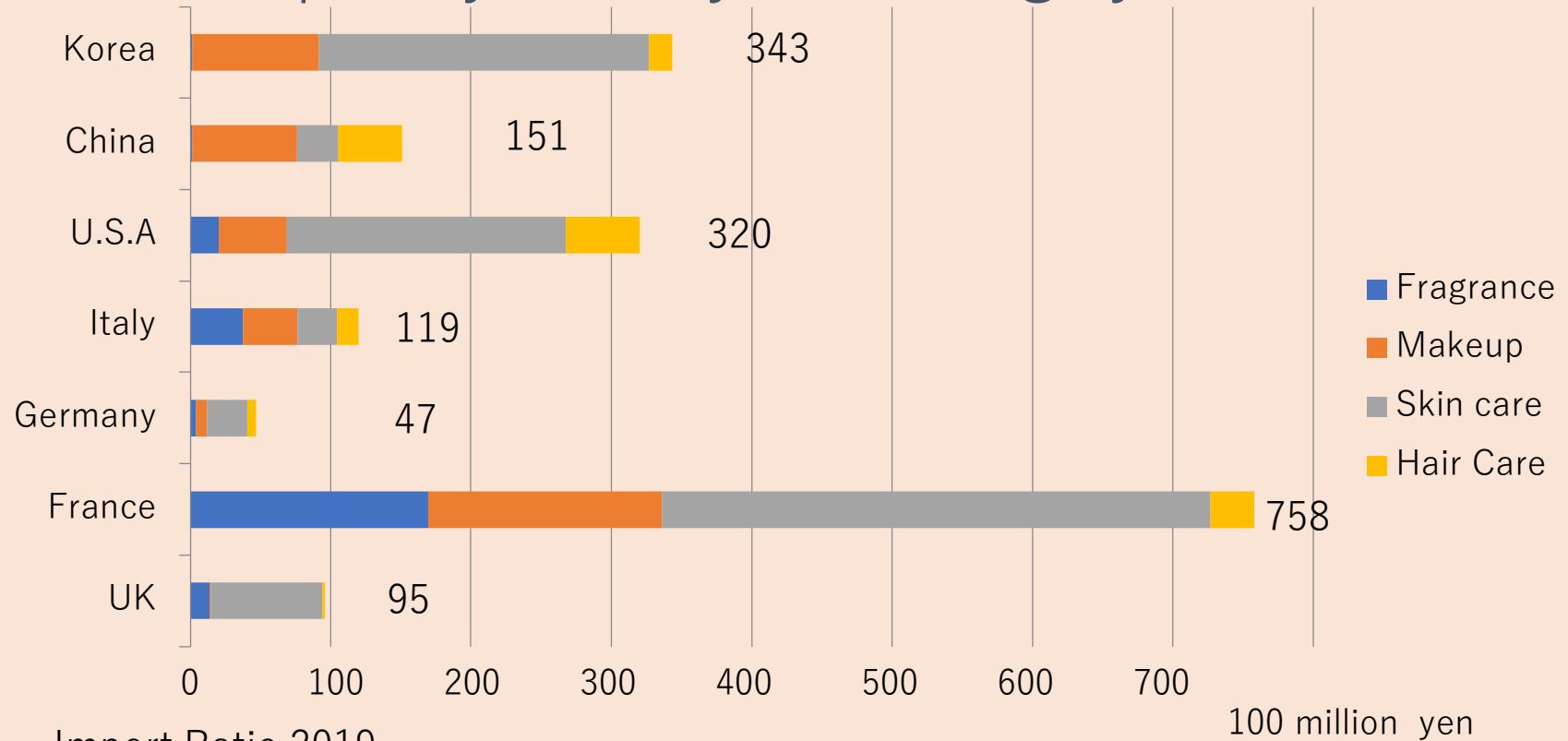
282.5 Billion Yen



Import values were steadily increasing by inbound tourists as well as Domestic shipment values .

Data: Trade Statistics, Ministry of Finance CIF Value

Import by Country and Category 2019



Import Ratio 2019

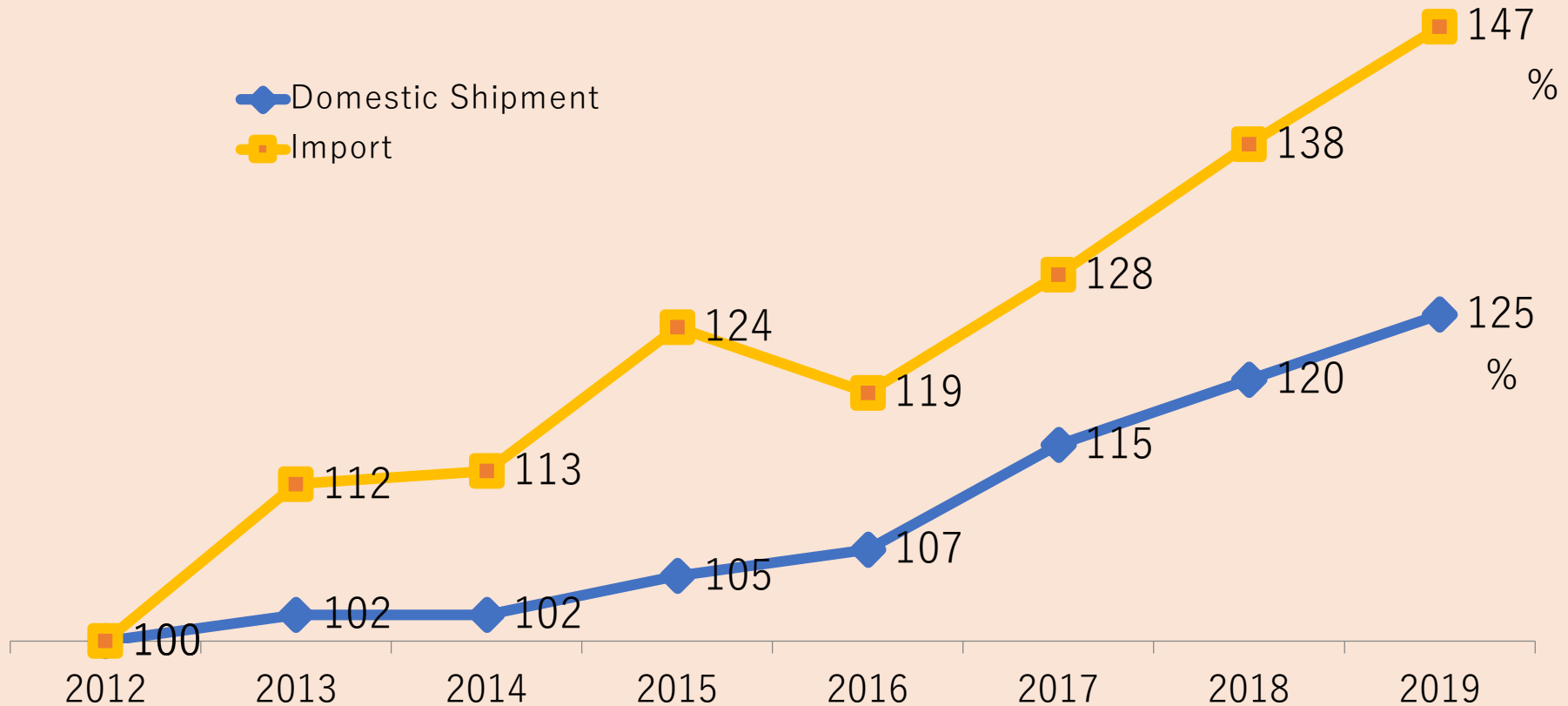
Korea	China	USA	Italy	Germany	France	U.K
14%	6%	13%	5%	2%	30%	4%

France has always lead the import market in Japan, which has 30 % share In2019. As for the breakdown of category, France has also TOP share, which occupies 64% in Fragrance, 38% in Makeup and 33% in skincare. While U.S.A` s share has declined in recent years. The first-growing Korea has caught up with USA.

Data: Trade Statistics, Ministry of Finance, CIF Value

Market Growth Rate

Domestic Shipment and Import Cosmetics(2012 - 2019)



Until 2019 ,Both values were steadily increasing . The growth rate(%) of Import values has always been growing faster than Domestic shipment.

Data: Shipment Statistics, Ministry of Economy, Trade and Industry and Ministry Finance