

A woman with long dark hair, wearing a white puffer jacket, stands in a field of cherry blossom trees. She has a small cluster of pink cherry blossoms tucked behind her ear. She is looking upwards and to the right with a serene expression. The background is filled with the soft pink petals of the cherry blossoms, creating a dreamy atmosphere.

Japan - Women's Beauty Supplements Market with COVID-19 Impact



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The Japanese Women's Beauty Supplements Market is mature with several dominant players present in the market. The market is projected to experience a single-digit growth rate during the forecast period (2020-2027). The prominence of the health and wellness trend, a growing elderly population wanting to age beautifully, social media, and inbound tourism are among the key factors driving the market.

This study aims to provide a detailed analysis of the Japanese Women's Beauty Supplements Market along with competitive intelligence for the year 2020.

The market numbers included in this report represent revenues generated from the sales of beauty supplements. The base year for the study is 2020 and the forecast period is from 2020 until 2027.

This study captures the following information on Japanese Women's Beauty Supplements Market:

- Market Size, Growth Rate, Revenue Forecasts (2020-2027)
- Growth Drivers & Restraints
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends



Interviews with key market participants: The research methodology adopted while creating this research involved conducting interviews with various key market participants, enabling x to identify various trends in the Japan Women's Beauty Supplements Market. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases and market experts. The collected information was structured and collated into this report.



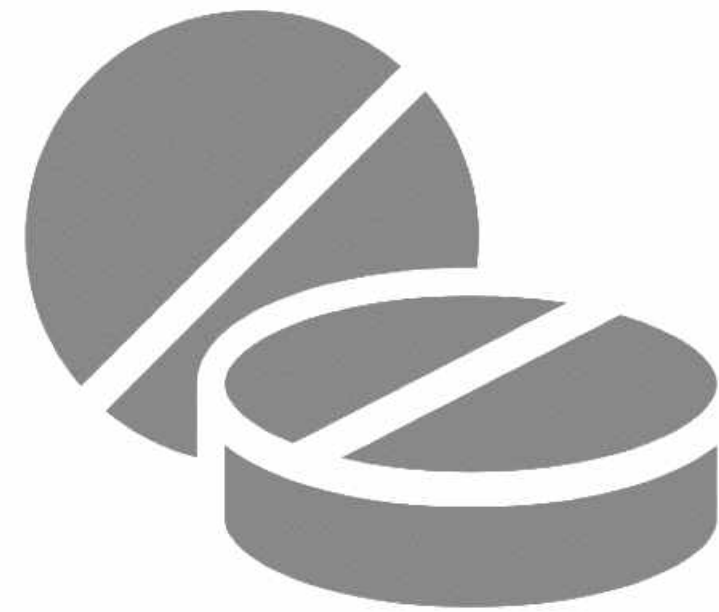
Macro-economic factors and industry parameters: Various country level parameters including the GDP, population, disposable incomes, product prices, and other trends were taken into consideration in the forecasting model. An in-depth analysis of these factors enabled us to size and forecast the global Japanese Women's Beauty Supplements Market.

Japan - Women's Beauty Supplements Market: Definition and Segmentation

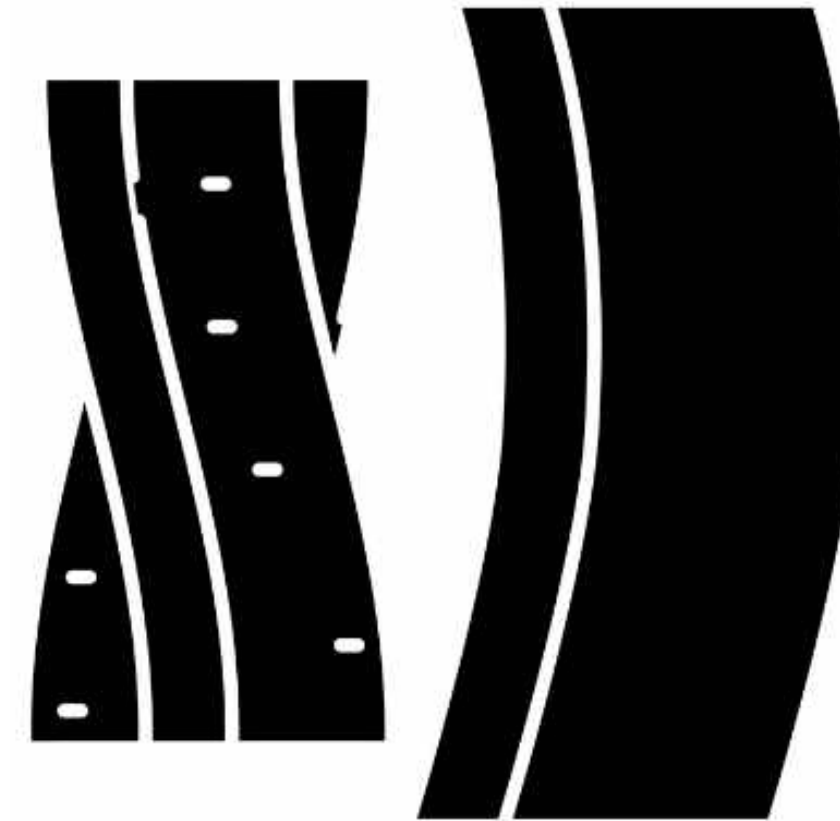
Beauty supplements are defined as ingestible dietary supplements offering aesthetic beauty benefits through functional foods and beverages. Characterized by oral supplementation of nutrients, these are also known as “beauty pills,” “beauty from within,” and “ingestible beauty.” These supplements are a combination of minerals, nutrition, vitamins, proteins, and other bioactive ingredients, usually taken in the form of capsules, tablets, powders, liquids, and gummies. For the scope of this study, the market has been segmented into skincare, hair care, and combined care (which includes skin, hair, and nail care). This market report is focused on the Japanese women's beauty supplements.



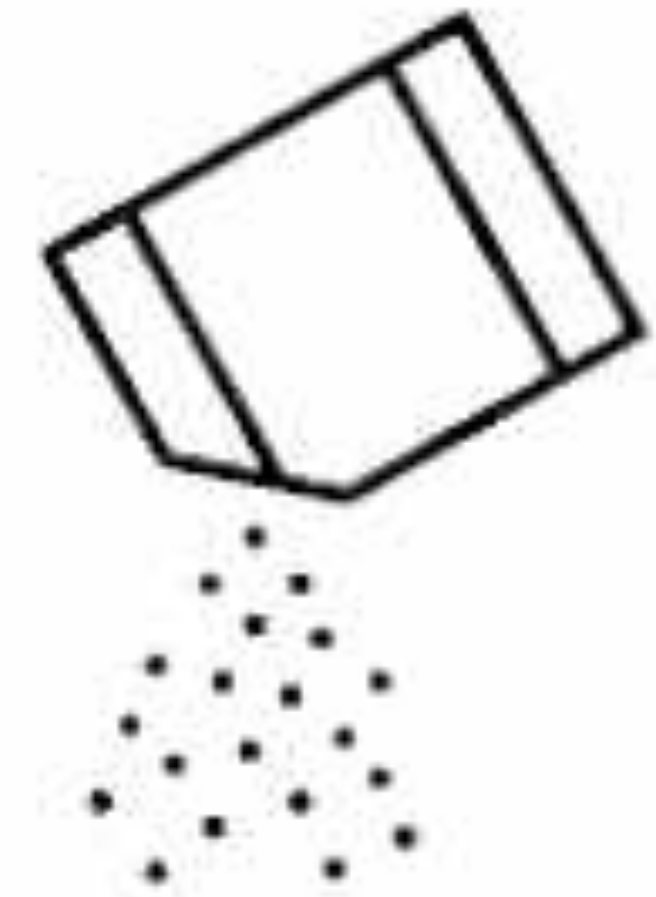
Capsules



Tablets



Jelly sticks



Powder

Japan - Women's Beauty Supplements Market

- ▶ The Japanese Women's Beauty Supplements Market was valued at over

**\$1.4
billion
in 2020**



2020 Market Size: Over \$1.4 billion
2027 Market Size: Over \$1.7 billion



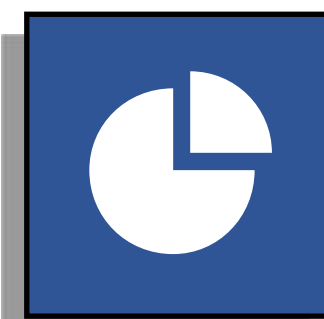
Market Stage: Mature



Compound Annual Growth Rate:
(2020-2027): Over 2.0%



Market Leader: Daigaku Honyaku
Center (DHC Corporation)



Market concentration (percentage of
market share by revenue held by top 2
companies): Over 40.0%

Market Dynamics

- The Japanese approach to beauty focuses on minimalism, prevention, and protection that impacts overall health and wellbeing. The prevailing health and wellness trend has helped redefine the beauty supplements market as an increasing number of customers have come to adopt natural and sustainable ingredients.
- Japan is a mature market for nutricosmetics with functional ingredients like collagen, hyaluronic acid, and CoQ10 (among others) added to food and beverages.
- Transparency in raw material sourcing and clean labels are becoming a trend among major players like Shiseido, Meiji, and Asahi. Companies take advantage of traditional superfoods that are ever-present in the Japanese cuisine, also procured sustainably.
- x
- x

Growth in the Japanese women's beauty supplements market has been on the rise with the onset of the COVID-19 pandemic.

Companies are increasingly focusing on new product formats.

The Japanese women's beauty supplements market has witnessed a slow growth prior to the pandemic amid increasing competition over the last few years as people are looking for supplements that help them age beautifully. The market is being shaped by quality and research and development with companies like Shiseido, Kirin, Pola Orbis, and several others providing new form factors, personalization, using artificial intelligence (AI) in providing personalized care, and offering subscriptions for their customers.

Companies are constantly conceptualizing and formulating new products, based on years of arduous research, that enables them to cater to the ever-changing demand of customer needs and stay ahead of competition.

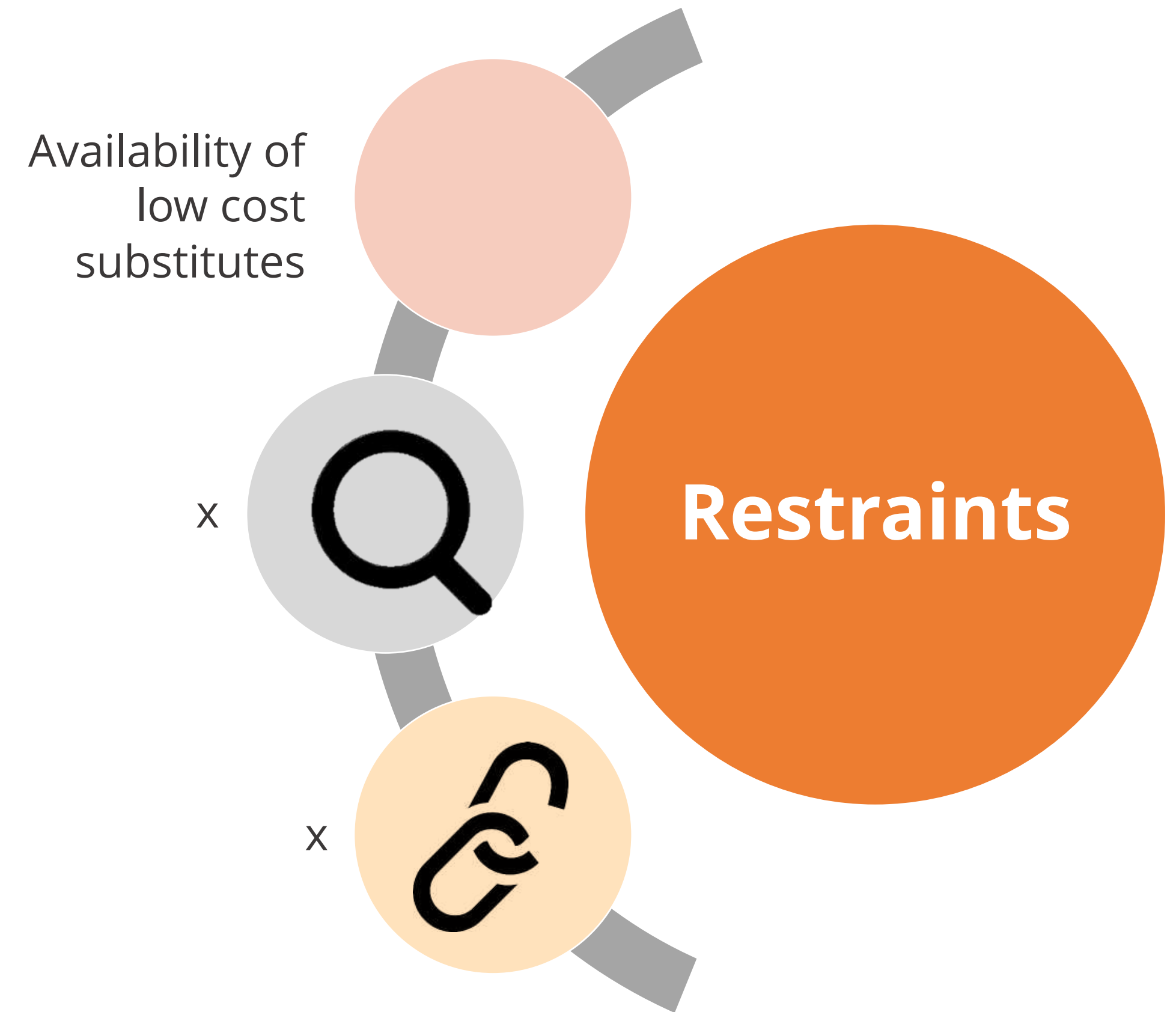
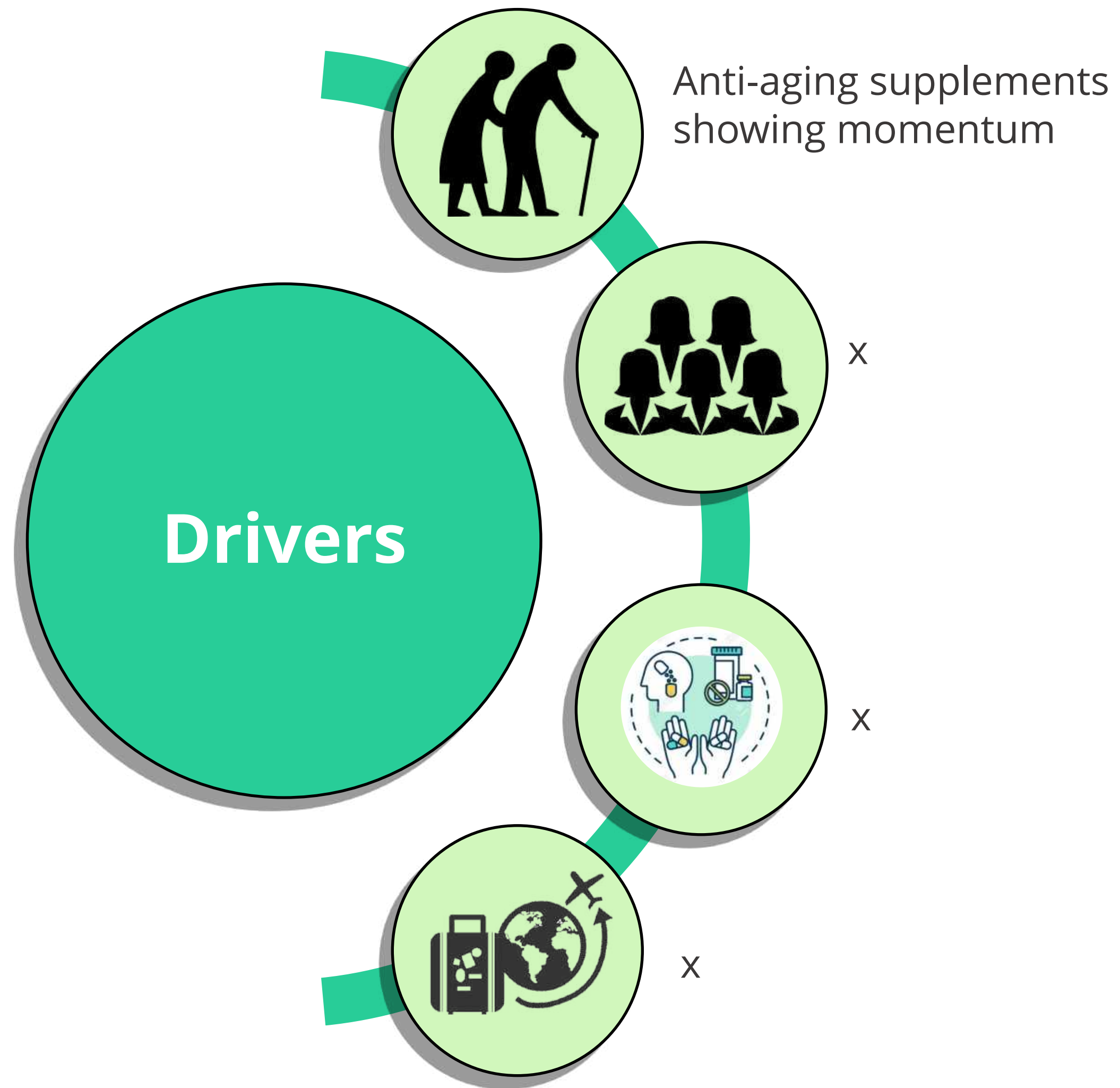
There is increasing focus on integrating technologies such as AI and virtual reality (VR) in personalized care regimens. The use of new technology by companies is redefining the market, increasing product awareness, and garnering more customer interest.

We expect the Japanese Women's Beauty Supplements Market to grow at a CAGR of over 2.0 percent during the forecast period. Growth is expected to rise during the pandemic due to the influence of the global health and wellness trend and will eventually stabilize. Increasing awareness, growth of the massive health and wellness trend, and the use of sustainable and natural supplements will continue to drive the market in Japan.

"Customer awareness is a major driver; it really helps us that a lot of people in Japan are already quite aware about beauty supplement products. Some of the other key factors driving sales are a rapidly aging population and the rising prominence of the health and wellness trend."

- Industry participant

Japan - Women's Beauty Supplements Market: Drivers & Restraints





DHC Hyaluronic Acid: \$12.62

Key features

- Resupplies moisture back into the skin's barrier.
- Improves overall skin texture and appearance.
- Enriched with vitamin C to help brighten the complexion.



ITOHIH Collagen Hyaluronic Acid Matcha Powder Drink: \$19.50

Key features

- It is a beauty support powder.
- It has "Uji Green Tea" with rich flavor and elegant taste.
- This contains collagen peptide 1,000 mg, low molecular weight hyaluronic acid 2.5 mg compounded.



ITOHIH Itocollo Collagen Hyaluronic Acid Powder: \$48.50

Key features

- It contains the 2 essential beauty ingredients, collagen and hyaluronic acid, that promote beautiful and healthy skin from within.



Nissin Hyalmoist Drink

Key features

- Pay attention not only to the moisture but also to brightness.
- Surprising blending amount that leads to a real feeling.
- Enriched with lactic acid bacteria powder and collagen.

Japan - Women's Beauty Supplements Market: Revenue Forecast, 2020-2027

YEAR	REVENUES (\$ MILLION)	GROWTH RATE %
2020	X	
2021	X	X
2022	X	X
2023	X	X
2024	X	X
2025	X	X
2026	X	X
2027	X	X
CAGR		X

Revenues (\$ Million)

CHART

Growth Rate (%)

Note: All figures are rounded; the base year is 2020.

Japan - Women's Beauty Supplements Market: Market Share by Revenue, 2020

Ranking	Company	Market Share (%)
1	x	x
2	x	x
3	x	x
4	x	x
5	Others	x
	Total	100.0

CHART

Japan - Women's Beauty Supplements Market: Revenue Share by Form Factor, 2020

Ranking	Form factor	Market Share (%)
1	Tablets	x
2	Drinks	x
3	Powder	x
4	Capsules	x
5	Others	x
	Total	100.0

CHART

**Others include soft gels and gummies.*