



# Skin Care in Japan

April 2024

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## Skin Care in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Skin care increases due to the strong performance of long-selling brands, and as coloured lip care grows significantly due to unmasking  
Dermocosmetics skin care continues to grow, while the competition intensifies due to fragmented demands  
Ingredient-focused trend takes hold, pursuing both safety and efficacy, and products based on K-beauty treatment concepts emerge

#### PROSPECTS AND OPPORTUNITIES

Domestic demand and increasing unit prices as value growth drivers; facial cleansers, face masks and anti-agers in the spotlight  
Medical approach-inspired product developments and branding will win over consumers  
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