



Passport

Colour Cosmetics in Japan

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COLOUR COSMETICS IN JAPAN

HEADLINES

- Colour cosmetics sees 3% growth in current value terms in 2018, to reach JPY780.9 billion
- Facial make-up taps into the men's market
- The average unit price increases in nearly all categories within colour cosmetics in current terms in 2018
- Shiseido leads colour cosmetics in 2018, with a 25% value share
- In the forecast period, colour cosmetics is expected to see a current value CAGR of 3% (2% 2018 constant value CAGR), to reach JPY920.7 billion in 2023

PROSPECTS

the Concept of Men's Cosmetics Emerges

Previously, men wearing make-up was not mainstream, as it was long considered as something for only female consumers. However, more consumers, especially younger people, are becoming more self-aware due to increasing exposure on social networks, and feel the need to cover or smooth out their skin. Wearing make-up in the business environment, such as for job interviews or meetings, also became more common in the review period. With such a movement, colour cosmetics, especially facial make-up, has gradually begun to be used by the male population. As there are still many men who are hesitant to wear make-up, men's colour cosmetics is expected to show only a gradual increase over the forecast period. However, compared with the mature and fragmented nature of female cosmetics, men's cosmetics is still untapped and holds potential for growth in the future.

New Launches of Men's Colour Cosmetics

In September 2018, Acro from Pola Orbis Holdings launched a men's cosmetics line, FIVEISM x THREE, including products such as concealer, foundation, eye make-up and nail products. Global players also launched men's cosmetics lines, such as Chanel's Boy De Chanel in 2018. However, FIVEISM x THREE gained attention due to being launched by a local manufacturer. Since its launch, the brand has been active in terms of promotion and distribution. On its website, the brand also provides "how to use" videos to educate male consumers who are not accustomed to wearing make-up.

Social Media Remains An Important Platform To Maintain A Brand Presence

Social networking sites such as Instagram continue to play a key role in terms of gaining awareness and spreading the word amongst consumers about products. In the review period, smartphone applications developed specifically for beauty emerged further and progressed this trend. For example, LIPS is an application developed by AppBrew, which provides a platform for users to share reviews and spread news. Launched in 2017, the application continues to see an increase in the number of downloads. By June 2018, the number of app downloads reached over a million. The impact of such applications is especially strong amongst the younger generation, as they have become an important source of information about colour cosmetics. Towards the forecast period, it is expected that social networking sites and applications will

continue to impact consumers' purchasing decisions, and manufacturers will need to be active in this area to maintain their presence.

COMPETITIVE LANDSCAPE

Shiseido Continues To Lead Colour Cosmetics

Shiseido continued to lead colour cosmetics in value terms in 2018, maintaining a good balance of new products, brand renewals, and nurturing and improving existing brands. The company saw a strong increase in its value share in colour cosmetics in 2018. Many noticeable movements were observed, including the renewal of its global brand Shiseido in September 2018. Kosé Corp was third in colour cosmetics in 2018, and also saw a strong increase in its value share, thanks to the strong performances of all its brands; Visée, its largest brand, and Nail Holic saw double-digit value growth in 2018.

Targeting the Younger Generation

A unique approach was Shiseido's particular focus on young consumers. In January 2018, Shiseido began a project called Cosmetic Press, which introduces various limited-editions of products, which are either inspired by or target young consumers. Products from this project included brands such as Ice Cream Parlour Cosmetic, which introduced a one-time disposable lipstick card which can be used like a stamp, and Vinyl Make Up, which appointed a K-pop group as brand ambassadors, evoking the image of K-beauty. In January 2018, Shiseido also collaborated with high school students to develop a new limited-edition brand called POSME, which was developed based on students' ideas. The population of younger consumers continued to decline in the review period. As the ageing of society progresses in Japan, putting the focus on younger consumers is a noticeable movement. Considering Japanese consumers generally have strong loyalty to brands, Shiseido aims to gain awareness and attract consumers from a younger age, leading to lasting loyalty to the brand as the consumers age and enter different stages of their lives.

Chanel's Chanel Matsuri Evokes Japanese Authenticity

In 2018, global player Chanel held a special event in Japan entitled CHANEL MATSURI. The event took place in three major and historical locations in Japan – Tokyo, Kyoto and Itsukushima. The event décor was inspired by Japanese festivals, directly translated as matsuri. The event was unique, as it strongly promoted Japanese culture, despite Chanel being a global brand. Such localised promotion not only attracted attention from local consumers and made them feel more associated with the brand, but was also entertainment for tourists visiting Japan, who had a unique experience which could not be seen anywhere else in the world. As tourism in Japan is setting new records every year, it is expected that such promotions will be effective for consumers to recognise the global brand's unique activity.

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2013-2018

JPY billion	2013	2014	2015	2016	2017	2018
Eye Make-Up	109.2	110.7	114.1	117.8	123.9	130.0

- Eye Liner/Pencil	17.3	17.5	17.9	18.3	19.8	21.4
-- Premium Eye Liner/ Pencil	9.3	9.4	9.6	9.8	10.6	11.5
-- Mass Eye Liner/Pencil	8.0	8.1	8.3	8.6	9.2	9.9
- Eye Shadow	41.2	41.4	42.9	45.7	49.2	52.6
-- Premium Eye Shadow	20.4	20.5	21.3	22.6	24.2	26.0
-- Mass Eye Shadow	20.8	20.8	21.6	23.1	25.0	26.7
- Mascara	42.7	43.6	44.8	45.2	45.7	46.3
-- Premium Mascara	22.9	23.5	24.0	24.2	24.5	24.8
-- Mass Mascara	19.8	20.2	20.8	21.0	21.3	21.5
- Other Eye Make-Up	8.0	8.1	8.4	8.6	9.1	9.6
-- Premium Other Eye Make-Up	4.0	4.0	4.1	4.2	4.4	4.7
-- Mass Other Eye Make-Up	4.1	4.1	4.3	4.4	4.7	5.0
Facial Make-Up	357.5	366.4	377.8	389.7	400.6	410.8
- BB/CC Creams	2.7	2.9	3.2	3.4	3.5	3.7
-- Premium BB/CC Creams	0.8	0.9	1.0	1.1	1.2	1.3
-- Mass BB/CC Creams	1.9	2.0	2.2	2.2	2.3	2.4
- Blusher/Bronzer/ Highlighter	16.5	17.1	17.7	18.2	18.9	19.7
-- Premium Blusher/ Bronzer/Highlighter	7.8	8.0	8.2	8.5	8.7	9.0
-- Mass Blusher/Bronzer/ Highlighter	8.8	9.1	9.4	9.8	10.3	10.7
- Foundation/Concealer	300.9	308.4	317.8	327.8	336.8	345.3
-- Premium Foundation/ Concealer	184.9	189.8	194.9	200.3	205.1	211.0
-- Mass Foundation/ Concealer	115.9	118.7	122.9	127.5	131.6	134.4
- Powder	35.1	35.7	36.7	37.9	38.9	39.6
-- Premium Powder	18.2	18.6	19.1	19.7	20.3	20.7
-- Mass Powder	16.8	17.1	17.6	18.1	18.6	18.9
- Other Facial Make-Up	2.4	2.4	2.4	2.4	2.4	2.5
-- Premium Other Facial Make-Up	0.6	0.6	0.6	0.6	0.6	0.6
-- Mass Other Facial Make-Up	1.8	1.8	1.8	1.9	1.9	1.9
Lip Products	115.3	117.9	122.0	130.4	137.7	145.6
- Lip Gloss	21.5	22.0	22.2	22.4	22.6	23.0
-- Premium Lip Gloss	11.1	11.3	11.6	11.7	11.8	12.0
-- Mass Lip Gloss	10.5	10.6	10.6	10.7	10.8	11.0
- Lip Liner/Pencil	5.6	5.6	5.5	5.5	5.4	5.3
-- Premium Lip Liner/ Pencil	3.6	3.6	3.5	3.5	3.4	3.4
-- Mass Lip Liner/Pencil	2.1	2.0	2.0	2.0	1.9	1.9
- Lipstick	83.6	85.6	89.2	97.2	104.2	111.5
-- Premium Lipstick	52.3	53.6	56.5	61.5	66.5	71.5
-- Mass Lipstick	31.2	32.1	32.6	35.7	37.6	40.0
- Other Lip Products	4.6	4.7	5.1	5.3	5.6	5.8
-- Premium Other Lip Products	2.4	2.5	2.5	2.6	2.6	2.6
-- Mass Other Lip Products	2.2	2.3	2.6	2.8	3.0	3.2
Nail Products	21.3	20.9	21.2	21.5	21.7	22.1
- Nail Polish	17.9	17.5	17.8	18.1	18.3	18.6
-- Premium Nail Polish	9.0	8.9	9.0	9.1	9.1	9.3
-- Mass Nail Polish	8.9	8.7	8.9	9.0	9.2	9.4
- Nail Treatments/ Strengtheners	1.9	1.8	1.8	1.8	1.9	1.9
-- Premium Nail Treatments/Strengtheners	1.0	0.9	1.0	1.0	1.0	1.0

-- Mass Nail Treatments/ Strengtheners	0.9	0.9	0.9	0.9	0.9	0.9
- Polish Remover	1.1	1.0	1.0	1.0	1.0	1.1
-- Premium Polish Remover	0.3	0.3	0.3	0.3	0.3	0.3
-- Mass Polish Remover	0.7	0.7	0.7	0.7	0.7	0.8
- Other Nail Products	0.5	0.5	0.5	0.5	0.5	0.5
-- Premium Other Nail Products	0.3	0.3	0.3	0.3	0.3	0.2
-- Mass Other Nail Products	0.2	0.2	0.2	0.2	0.2	0.2
Colour Cosmetics Sets/ Kits	71.8	73.5	73.0	72.7	72.6	72.5
- Premium Colour Cosmetics Sets/Kits	43.7	44.8	44.5	44.4	44.4	44.4
- Mass Colour Cosmetics Sets/Kits	28.0	28.7	28.5	28.3	28.2	28.2
Colour Cosmetics	675.1	689.4	708.0	732.0	756.5	780.9

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2013-2018

% current value growth	2017/18	2013-18 CAGR	2013/18 Total
Eye Make-Up	4.9	3.5	19.0
- Eye Liner/Pencil	8.1	4.3	23.7
-- Premium Eye Liner/Pencil	8.6	4.4	23.9
-- Mass Eye Liner/Pencil	7.4	4.3	23.4
- Eye Shadow	6.9	5.0	27.9
-- Premium Eye Shadow	7.3	5.0	27.5
-- Mass Eye Shadow	6.6	5.1	28.3
- Mascara	1.2	1.6	8.3
-- Premium Mascara	1.2	1.6	8.0
-- Mass Mascara	1.1	1.7	8.6
- Other Eye Make-Up	5.9	3.7	19.9
-- Premium Other Eye Make-Up	5.5	3.3	17.5
-- Mass Other Eye Make-Up	6.4	4.1	22.2
Facial Make-Up	2.5	2.8	14.9
- BB/CC Creams	3.9	5.9	33.3
-- Premium BB/CC Creams	6.2	9.6	58.0
-- Mass BB/CC Creams	2.7	4.2	23.0
- Blusher/Bronzer/Highlighter	4.0	3.6	19.2
-- Premium Blusher/Bronzer/Highlighter	3.1	2.9	15.1
-- Mass Blusher/Bronzer/Highlighter	4.8	4.2	22.8
- Foundation/Concealer	2.5	2.8	14.8
-- Premium Foundation/Concealer	2.8	2.7	14.1
-- Mass Foundation/Concealer	2.1	3.0	15.9
- Powder	1.7	2.5	13.0
-- Premium Powder	1.8	2.6	13.5
-- Mass Powder	1.6	2.4	12.3
- Other Facial Make-Up	1.6	1.1	5.7
-- Premium Other Facial Make-Up	1.1	0.9	4.6
-- Mass Other Facial Make-Up	1.7	1.2	6.0
Lip Products	5.7	4.8	26.2
- Lip Gloss	1.5	1.3	6.7
-- Premium Lip Gloss	1.4	1.7	8.6
-- Mass Lip Gloss	1.5	0.9	4.8
- Lip Liner/Pencil	-1.9	-1.3	-6.2

-- Premium Lip Liner/Pencil	-1.9	-1.0	-5.1
-- Mass Lip Liner/Pencil	-2.0	-1.7	-8.1
- Lipstick	7.1	5.9	33.4
-- Premium Lipstick	7.5	6.4	36.6
-- Mass Lipstick	6.3	5.1	28.1
- Other Lip Products	4.7	4.8	26.3
-- Premium Other Lip Products	1.5	1.9	9.8
-- Mass Other Lip Products	7.5	7.6	44.3
Nail Products	1.6	0.7	3.6
- Nail Polish	1.7	0.8	4.3
-- Premium Nail Polish	1.3	0.5	2.5
-- Mass Nail Polish	2.0	1.2	6.1
- Nail Treatments/Strengtheners	1.5	0.3	1.6
-- Premium Nail Treatments/Strengtheners	1.7	0.2	1.1
-- Mass Nail Treatments/Strengtheners	1.3	0.4	2.1
- Polish Remover	0.7	-0.1	-0.7
-- Premium Polish Remover	-0.6	-1.1	-5.4
-- Mass Polish Remover	1.3	0.3	1.4
- Other Nail Products	-0.7	-0.5	-2.6
-- Premium Other Nail Products	-1.3	-0.8	-4.0
-- Mass Other Nail Products	0.0	-0.2	-0.9
Colour Cosmetics Sets/Kits	-0.1	0.2	1.1
- Premium Colour Cosmetics Sets/Kits	0.0	0.3	1.4
- Mass Colour Cosmetics Sets/Kits	-0.1	0.1	0.5
Colour Cosmetics	3.2	3.0	15.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Colour Cosmetics: % Value 2014-2018

% retail value rsp Company	2014	2015	2016	2017	2018
Shiseido Co Ltd	21.5	22.1	22.1	23.5	24.9
Kanebo Cosmetics Inc	11.3	11.1	11.3	10.8	10.7
Kosé Corp	7.5	8.2	8.4	8.6	8.8
Kao Corp	6.1	6.0	6.0	5.4	5.4
L'Oréal Japan Ltd	4.4	4.4	4.5	4.7	4.8
Pola Inc	2.5	2.4	2.4	2.5	2.5
Procter & Gamble Japan KK	3.5	3.4	2.7	2.0	1.8
Chanel KK	1.5	1.5	1.6	1.6	1.6
Noevir Co Ltd	1.0	1.0	1.1	1.1	1.1
Christian Dior Japan KK, Parfums	1.0	1.0	1.0	1.0	1.0
Avon Products Co Ltd	1.1	1.1	1.1	1.1	1.0
DHC Corp	1.0	1.0	1.0	1.0	1.0
Ida Laboratories Co Ltd	0.9	0.9	0.9	0.9	0.9
Amway Japan Ltd	0.9	0.9	0.9	0.9	0.9
Orbis Co Ltd	0.9	0.9	0.9	0.8	0.8
Chifure Corp	0.6	0.6	0.7	0.7	0.7
Clinique Laboratories KK	0.6	0.6	0.6	0.6	0.6
Kesalan Patharan Corp	0.7	0.6	0.6	0.6	0.6
Arsoa Honsha Corp	0.7	0.6	0.6	0.6	0.6
Isehan Co Ltd	0.4	0.4	0.4	0.5	0.6
Cezanne Cosmetics Co Ltd	0.5	0.5	0.5	0.5	0.6
Nippon Menard Cosmetic Co Ltd	0.6	0.6	0.6	0.6	0.5
Nu Skin Japan Co Ltd	0.6	0.6	0.5	0.5	0.5
Yves Saint Laurent	0.4	0.4	0.4	0.5	0.5

Parfums KK					
Pola Orbis Holdings Inc	0.4	0.5	0.5	0.5	0.5
Mac KK	0.4	0.4	0.4	0.5	0.5
Guerlain KK	0.5	0.5	0.5	0.5	0.5
Revlon KK	0.4	0.4	0.4	0.4	0.4
Estée Lauder Group Cos KK	0.3	0.3	0.4	0.4	0.4
Fancl Corp	0.3	0.3	0.3	0.3	0.3
Bourjois Co Ltd	0.5	-	-	-	-
Others	26.9	26.6	26.6	26.5	25.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2015-2018

% retail value rsp Brand (GBO)	Company (NBO)	2015	2016	2017	2018
Maquillage	Shiseido Co Ltd	5.4	5.4	5.9	6.4
Integrate	Shiseido Co Ltd	4.1	4.1	4.0	4.0
Sofina	Kao Corp	3.1	3.1	2.7	2.8
Kanebo Kate (Kao Corp)	Kanebo Cosmetics Inc	2.6	2.6	2.6	2.6
Pola (Pola Orbis Holdings Inc)	Pola Inc	2.4	2.4	2.5	2.5
Maybelline (L'Oréal Groupe)	L'Oréal Japan Ltd	2.4	2.4	2.6	2.5
Clé de Peau Beauté	Shiseido Co Ltd	1.9	2.0	2.1	2.4
Coffret D'or (Kao Corp)	Kanebo Cosmetics Inc	2.2	2.2	2.1	2.1
SK-II (Procter & Gamble Co, The)	Procter & Gamble Japan KK	2.0	1.8	1.8	1.8
Aube	Kao Corp	1.9	1.9	1.8	1.7
Chanel (Chanel SA)	Chanel KK	1.5	1.6	1.6	1.6
Visée	Kosé Corp	1.3	1.4	1.4	1.6
RMK (Kao Corp)	Kanebo Cosmetics Inc	1.4	1.4	1.4	1.4
Albion	Kosé Corp	1.2	1.3	1.3	1.3
Shiseido	Shiseido Co Ltd	1.1	1.1	1.1	1.2
Kanebo (Kao Corp)	Kanebo Cosmetics Inc	1.3	1.3	1.2	1.2
Noevir	Noevir Co Ltd	1.0	1.1	1.1	1.1
Dior (LVMH Moët Hennessy Louis Vuitton SA)	Christian Dior Japan KK, Parfums	1.0	1.0	1.0	1.0
Avon (LG Household & Health Care Ltd)	Avon Products Co Ltd	-	-	-	1.0
Lancôme (L'Oréal Groupe)	L'Oréal Japan Ltd	0.9	0.9	1.0	1.0
DHC	DHC Corp	1.0	1.0	1.0	1.0
Kanebo Media (Kao Corp)	Kanebo Cosmetics Inc	1.0	1.0	1.0	0.9
Canmake (Ida Corp Ltd)	Ida Laboratories Co Ltd	0.9	0.9	0.9	0.9
Artistry (Amway Corp)	Amway Japan Ltd	0.9	0.9	0.9	0.9
Orbis (Pola Orbis Holdings Inc)	Orbis Co Ltd	0.9	0.9	0.8	0.8
Esprique	Kosé Corp	0.7	0.7	0.8	0.8
Twany (Kao Corp)	Kanebo Cosmetics Inc	0.8	0.8	0.7	0.7
Chifure	Chifure Corp	0.6	0.7	0.7	0.7
Kao	Kao Corp	0.8	0.8	0.7	0.7

Ettusais	Shiseido Co Ltd	0.6	0.6	0.6	0.7
Avon	Avon Products Co Ltd	1.1	1.1	1.1	-
Max Factor (Procter & Gamble Co, The)	Procter & Gamble Japan KK	1.4	-	-	-
Others	Others	50.6	51.7	51.5	50.7
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 LBN Brand Shares of Eye Make-up: % Value 2015-2018

% retail value rsp Brand (GBO)	Company (NBO)	2015	2016	2017	2018
Integrate	Shiseido Co Ltd	7.8	7.8	7.6	7.4
Maybelline (L'Oréal Groupe)	L'Oréal Japan Ltd	6.7	6.8	7.4	7.1
Shiseido Maquillage	Shiseido Co Ltd	5.4	5.4	6.2	6.6
Coffret D'or (Kao Corp)	Kanebo Cosmetics Inc	6.6	6.7	6.4	6.2
Kanebo Kate (Kao Corp)	Kanebo Cosmetics Inc	5.7	5.8	5.6	6.1
Visée	Kosé Corp	4.9	4.9	5.2	5.7
Aube	Kao Corp	3.4	3.4	2.9	2.8
Clé de Peau Beauté	Shiseido Co Ltd	1.8	1.9	2.1	2.4
Pola (Pola Orbis Holdings Inc)	Pola Inc	2.5	2.5	2.4	2.3
Albion	Kosé Corp	1.9	2.0	2.0	1.9
Kanebo Media (Kao Corp)	Kanebo Cosmetics Inc	2.0	2.0	1.9	1.8
Dior (LVMH Moët Hennessy Louis Vuitton SA)	Christian Dior Japan KK, Parfums	1.7	1.7	1.6	1.6
Artistry (Amway Corp)	Amway Japan Ltd	1.8	1.7	1.7	1.6
Canmake (Ida Corp Ltd)	Ida Laboratories Co Ltd	1.4	1.4	1.4	1.4
RMK (Kao Corp)	Kanebo Cosmetics Inc	1.4	1.4	1.4	1.4
Chanel (Chanel SA)	Chanel KK	1.4	1.4	1.3	1.2
Estée Lauder (Estée Lauder Cos Inc)	Estée Lauder Group Cos KK	1.0	1.1	1.1	1.1
Shiseido FITIT Selfit	Shiseido Co Ltd	1.2	1.2	1.2	1.1
Lancôme (L'Oréal Groupe)	L'Oréal Japan Ltd	1.0	1.0	1.1	1.1
Fasio	Kosé Corp	1.1	1.1	1.1	1.1
Avon (LG Household & Health Care Ltd)	Avon Products Co Ltd	-	-	-	1.0
Noevir	Noevir Co Ltd	1.0	1.0	1.0	1.0
Prior	Shiseido Co Ltd	0.9	0.9	0.9	1.0
Clinique (Estée Lauder Cos Inc)	Clinique Laboratories KK	1.0	1.1	1.0	1.0
Shiseido FITIT Majolica Majorca	Shiseido Co Ltd	0.8	0.9	0.8	0.8
Esprique	Kosé Corp	0.8	0.8	0.8	0.8
Ettusais	Shiseido Co Ltd	0.7	0.7	0.7	0.7
Guerlain (LVMH Moët Hennessy Louis Vuitton SA)	Guerlain KK	0.7	0.7	0.7	0.7
DHC	DHC Corp	0.8	0.7	0.7	0.7
Twany (Kao Corp)	Kanebo Cosmetics Inc	0.7	0.7	0.7	0.6

Avon	Avon Products Co Ltd	1.2	1.1	1.1	-
Max Factor (Procter & Gamble Co, The)	Procter & Gamble Japan KK	1.8	-	-	-
Private label	Private Label	0.2	0.2	0.2	0.2
Others	Others	28.7	30.1	29.6	29.5
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Facial Make-up: % Value 2015-2018

% retail value rsp Brand (GBO)	Company (NBO)	2015	2016	2017	2018
Shiseido Maquillage	Shiseido Co Ltd	6.9	7.0	7.5	8.1
Sofina	Kao Corp	5.7	5.7	5.2	5.2
SK-II (Procter & Gamble Co, The)	Procter & Gamble Japan KK	3.8	3.5	3.4	3.4
Integrate	Shiseido Co Ltd	3.5	3.4	3.4	3.3
Pola (Pola Orbis Holdings Inc)	Pola Inc	2.9	2.9	3.1	3.2
Clé de Peau Beauté	Shiseido Co Ltd	2.5	2.6	2.8	3.1
Kanebo Kate (Kao Corp)	Kanebo Cosmetics Inc	2.3	2.4	2.3	2.3
RMK (Kao Corp)	Kanebo Cosmetics Inc	1.7	1.8	1.8	1.8
Chanel (Chanel SA)	Chanel KK	1.5	1.6	1.6	1.6
Coffret D'or (Kao Corp)	Kanebo Cosmetics Inc	1.4	1.4	1.4	1.4
Albion Exage	Kosé Corp	1.2	1.2	1.3	1.3
Lancôme (L'Oréal Groupe)	L'Oréal Japan Ltd	1.1	1.1	1.2	1.3
Avon (LG Household & Health Care Ltd)	Avon Products Co Ltd	-	-	-	1.3
Chifure	Chifure Corp	1.2	1.2	1.3	1.3
Canmake (Ida Corp Ltd)	Ida Laboratories Co Ltd	1.1	1.2	1.2	1.2
Twany (Kao Corp)	Kanebo Cosmetics Inc	1.3	1.3	1.2	1.2
Artistry (Amway Corp)	Amway Japan Ltd	1.1	1.1	1.1	1.1
Maybelline (L'Oréal Groupe)	L'Oréal Japan Ltd	1.0	1.0	1.0	1.0
Noevir	Noevir Co Ltd	0.9	0.9	1.0	1.0
Aube	Kao Corp	1.1	1.1	1.0	1.0
Orbis (Pola Orbis Holdings Inc)	Orbis Co Ltd	1.0	1.0	1.0	0.9
Cosme Decorte	Kosé Corp	0.8	0.8	0.9	0.9
Clinique (Estée Lauder Cos Inc)	Clinique Laboratories KK	0.8	0.9	0.9	0.9
DHC	DHC Corp	0.8	0.8	0.8	0.8
Shiseido Revital	Shiseido Co Ltd	0.7	0.7	0.7	0.7
Kanebo Media (Kao Corp)	Kanebo Cosmetics Inc	0.7	0.7	0.7	0.7
Cezanne (Ida Corp Ltd)	Cezanne Cosmetics Co Ltd	0.6	0.6	0.7	0.7
Prior	Shiseido Co Ltd	0.6	0.6	0.6	0.6
Attenir	Fancl Corp	0.6	0.6	0.6	0.6
Shiseido Elixir	Shiseido Co Ltd	0.5	0.5	0.5	0.6
Avon	Avon Products Co Ltd	1.3	1.4	1.3	-
Max Factor (Procter & Gamble Co, The)	Procter & Gamble Japan KK	0.7	-	-	-

Others	Others	48.7	49.0	48.7	47.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 LBN Brand Shares of Lip Products: % Value 2015-2018

% retail value rsp Brand (GBO)	Company (NBO)	2015	2016	2017	2018
Shiseido Maquillage	Shiseido Co Ltd	4.7	4.7	5.0	5.4
Integrate	Shiseido Co Ltd	4.8	4.5	4.4	4.2
Aube	Kao Corp	4.5	4.4	4.2	4.1
Maybelline (L'Oréal Groupe)	L'Oréal Japan Ltd	4.0	4.1	4.0	4.0
Isehan	Isehan Co Ltd	2.5	2.5	2.7	3.0
Dior (LVMH Moët Hennessy Louis Vuitton SA)	Christian Dior Japan KK, Parfums	2.7	2.7	2.7	2.7
Chanel (Chanel SA)	Chanel KK	2.5	2.5	2.5	2.5
Visée	Kosé Corp	2.1	2.2	2.2	2.2
Pola (Pola Orbis Holdings Inc)	Pola Inc	2.1	2.2	2.1	2.0
Esprique	Kosé Corp	1.9	1.9	1.9	2.0
Kanebo Kate (Kao Corp)	Kanebo Cosmetics Inc	2.0	2.0	1.9	1.9
Noevir	Noevir Co Ltd	2.0	2.0	2.0	1.9
Coffret D'or (Kao Corp)	Kanebo Cosmetics Inc	1.9	1.9	1.8	1.8
Clé de Peau Beauté	Shiseido Co Ltd	1.4	1.4	1.6	1.7
Orbis (Pola Orbis Holdings Inc)	Orbis Co Ltd	1.9	1.9	1.7	1.6
Nu Skin (Nu Skin Enterprises Inc)	Nu Skin Japan Co Ltd	1.8	1.7	1.6	1.5
Albion	Kosé Corp	1.5	1.5	1.5	1.5
Ettusais	Shiseido Co Ltd	1.3	1.3	1.3	1.4
Kesalan Patharan (Pias Corp)	Kesalan Patharan Corp	1.4	1.4	1.4	1.3
Kanebo Media (Kao Corp)	Kanebo Cosmetics Inc	1.4	1.4	1.3	1.3
DHC	DHC Corp	1.3	1.3	1.3	1.2
Shu Uemura (L'Oréal Groupe)	Shu Uemura Cosmetics Inc	1.0	1.1	1.1	1.2
Arsoa	Arsoa Honsha Corp	1.2	1.2	1.2	1.1
Yves Saint Laurent (L'Oréal Groupe)	Yves Saint Laurent Parfums KK	0.7	0.9	1.0	1.1
RMK (Kao Corp)	Kanebo Cosmetics Inc	1.2	1.2	1.2	1.1
Estée Lauder (Estée Lauder Cos Inc)	Estée Lauder Group Cos KK	0.9	1.0	1.0	1.1
Menard	Nippon Menard Cosmetic Co Ltd	1.2	1.1	1.1	1.0
Avon (LG Household & Health Care Ltd)	Avon Products Co Ltd	-	-	-	0.7
Mac (Estée Lauder Cos Inc)	Mac KK	0.6	0.6	0.6	0.7
Guerlain (LVMH Moët Hennessy Louis Vuitton SA)	Guerlain KK	0.7	0.7	0.7	0.7
Avon	Avon Products Co Ltd	0.8	0.7	0.7	-

Max Factor (Procter & Gamble Co, The)	Procter & Gamble Japan KK	3.1	-	-	-
Private label	Private Label	0.2	0.2	0.2	0.1
Others	Others	38.4	41.6	42.0	41.9
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 LBN Brand Shares of Nail Products: % Value 2015-2018

% retail value rsp Brand (GBO)	Company (NBO)	2015	2016	2017	2018
Nail Holic	Kosé Corp	7.0	8.2	8.9	9.7
Integrate	Shiseido Co Ltd	6.9	6.9	6.9	6.8
Kanebo Kate (Kao Corp)	Kanebo Cosmetics Inc	2.8	2.8	2.8	2.8
Shiseido FITIT	Shiseido Co Ltd	2.7	2.7	2.7	2.7
Majolica Majorca					
Canmake (Ida Corp Ltd)	Ida Laboratories Co Ltd	2.0	2.1	2.1	2.1
Maybelline (L'Oréal Groupe)	L'Oréal Japan Ltd	4.0	4.0	3.4	2.1
Chanel (Chanel SA)	Chanel KK	2.0	2.0	2.0	2.0
RMK (Kao Corp)	Kanebo Cosmetics Inc	1.7	1.8	1.8	1.8
Avon (LG Household & Health Care Ltd)	Avon Products Co Ltd	-	-	-	1.7
Albion	Kosé Corp	1.5	1.5	1.5	1.5
Clé de Peau Beauté	Shiseido Co Ltd	1.1	1.1	1.1	1.1
Coffret D'or (Kao Corp)	Kanebo Cosmetics Inc	1.1	1.1	1.1	1.1
Ettusais	Shiseido Co Ltd	1.1	1.1	1.1	1.1
Dior (LVMH Moët Hennessy Louis Vuitton SA)	Christian Dior Japan KK, Parfums	1.0	1.0	1.0	1.0
Revlon (Revlon Inc)	Revlon KK	1.0	1.0	1.0	1.0
Shiseido FITIT Selfit	Shiseido Co Ltd	1.0	1.0	1.0	1.0
Estée Lauder (Estée Lauder Cos Inc)	Estée Lauder Group Cos KK	0.9	0.9	0.9	0.9
Noevir	Noevir Co Ltd	0.9	0.9	0.9	0.9
Lancôme (L'Oréal Groupe)	L'Oréal Japan Ltd	0.9	0.9	0.9	0.9
DHC	DHC Corp	0.8	0.8	0.8	0.8
Kanebo Media (Kao Corp)	Kanebo Cosmetics Inc	-	0.5	0.5	0.5
Cezanne (Ida Corp Ltd)	Cezanne Cosmetics Co Ltd	0.5	0.5	0.5	0.5
Mac (Estée Lauder Cos Inc)	Mac KK	0.4	0.4	0.4	0.4
Guerlain (LVMH Moët Hennessy Louis Vuitton SA)	Guerlain KK	0.4	0.4	0.4	0.4
Yves Saint Laurent (L'Oréal Groupe)	Yves Saint Laurent Parfums KK	0.4	0.4	0.4	0.4
Kanebo Lunasol (Kao Corp)	Kanebo Cosmetics Inc	0.3	0.3	0.3	0.3
Nu Skin (Nu Skin Enterprises Inc)	Nu Skin Japan Co Ltd	0.5	0.4	0.4	0.2
Givenchy (LVMH Moët)	Givenchy KK, Parfums	0.2	0.2	0.2	0.2

Hennessy Louis Vuitton SA)					
Menard	Nippon Menard Cosmetic Co Ltd	0.1	0.1	0.1	0.1
Avon	Avon Products Co Ltd	1.7	1.7	1.7	-
Private label	Private Label	0.5	0.5	0.5	0.5
Others	Others	54.5	52.7	52.7	53.6
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2015-2018

% retail value rsp Brand (GBO)	Company (NBO)	2015	2016	2017	2018
Shiseido Maquillage	Shiseido Co Ltd	9.2	9.4	10.2	11.0
Sofina	Kao Corp	5.3	5.3	4.7	4.7
Pola (Pola Orbis Holdings Inc)	Pola Inc	4.2	4.2	4.3	4.4
Clé de Peau Beauté	Shiseido Co Ltd	3.3	3.4	3.7	4.1
Coffret D'or (Kao Corp)	Kanebo Cosmetics Inc	3.7	3.8	3.7	3.6
SK-II (Procter & Gamble Co, The)	Procter & Gamble Japan KK	3.4	3.2	3.1	3.1
Aube	Kao Corp	3.2	3.3	3.0	3.0
Chanel (Chanel SA)	Chanel KK	2.6	2.7	2.7	2.7
RMK (Kao Corp)	Kanebo Cosmetics Inc	2.4	2.5	2.4	2.4
Shiseido	Shiseido Co Ltd	1.8	1.8	2.0	2.1
Kanebo (Kao Corp)	Kanebo Cosmetics Inc	2.3	2.3	2.1	2.0
Dior (LVMH Moët Hennessy Louis Vuitton SA)	Christian Dior Japan KK, Parfums	1.7	1.7	1.8	1.8
Lancôme (L'Oréal Groupe)	L'Oréal Japan Ltd	1.5	1.5	1.6	1.8
Artistry (Amway Corp)	Amway Japan Ltd	1.6	1.6	1.5	1.5
Twany (Kao Corp)	Kanebo Cosmetics Inc	1.4	1.4	1.3	1.2
Albion Exage	Kosé Corp	1.1	1.1	1.2	1.2
Ettusais	Shiseido Co Ltd	1.0	1.0	1.1	1.1
Albion	Kosé Corp	1.1	1.1	1.1	1.1
Clinique (Estée Lauder Cos Inc)	Clinique Laboratories KK	1.0	1.1	1.1	1.1
Kesalan Patharan (Pias Corp)	Kesalan Patharan Corp	1.1	1.1	1.1	1.1
Others	Others	47.2	46.7	46.3	45.0
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Forecast Sales of Colour Cosmetics by Category: Value 2018-2023

JPY billion	2018	2019	2020	2021	2022	2023
Eye Make-Up	130.0	134.8	139.9	144.2	147.7	150.7
- Eye Liner/Pencil	21.4	22.6	23.8	24.9	25.8	26.5
-- Premium Eye Liner/	11.5	12.2	13.0	13.6	14.1	14.6

Pencil						
-- Mass Eye Liner/Pencil	9.9	10.4	10.9	11.3	11.7	11.9
- Eye Shadow	52.6	55.3	58.3	60.8	62.9	64.6
-- Premium Eye Shadow	26.0	27.4	29.1	30.5	31.7	32.7
-- Mass Eye Shadow	26.7	27.9	29.2	30.2	31.1	31.9
- Mascara	46.3	46.8	47.2	47.6	47.8	48.1
-- Premium Mascara	24.8	25.1	25.5	25.8	26.0	26.2
-- Mass Mascara	21.5	21.6	21.7	21.8	21.8	21.9
- Other Eye Make-Up	9.6	10.1	10.5	10.9	11.2	11.5
-- Premium Other Eye	4.7	4.9	5.1	5.2	5.4	5.5
Make-Up						
-- Mass Other Eye Make-Up	5.0	5.2	5.5	5.7	5.9	6.0
Facial Make-Up	410.8	418.2	426.0	432.7	438.2	442.8
- BB/CC Creams	3.7	3.8	3.9	3.9	4.0	4.1
-- Premium BB/CC Creams	1.3	1.3	1.4	1.5	1.5	1.5
-- Mass BB/CC Creams	2.4	2.4	2.5	2.5	2.5	2.5
- Blusher/Bronzer/	19.7	20.3	20.9	21.4	21.9	22.3
Highlighter						
-- Premium Blusher/	9.0	9.1	9.3	9.5	9.6	9.7
Bronzer/Highlighter						
-- Mass Blusher/Bronzer/	10.7	11.1	11.6	12.0	12.3	12.5
Highlighter						
- Foundation/Concealer	345.3	351.5	358.0	363.6	368.2	372.1
-- Premium Foundation/	211.0	215.1	219.5	223.3	226.4	228.9
Concealer						
-- Mass Foundation/	134.4	136.5	138.5	140.3	141.9	143.2
Concealer						
- Powder	39.6	40.2	40.7	41.2	41.5	41.8
-- Premium Powder	20.7	21.0	21.3	21.6	21.8	21.9
-- Mass Powder	18.9	19.2	19.4	19.6	19.7	19.9
- Other Facial Make-Up	2.5	2.5	2.5	2.5	2.5	2.6
-- Premium Other Facial	0.6	0.6	0.6	0.6	0.6	0.6
Make-Up						
-- Mass Other Facial	1.9	1.9	1.9	2.0	2.0	2.0
Make-Up						
Lip Products	145.6	151.7	158.1	164.3	169.9	175.3
- Lip Gloss	23.0	23.0	23.1	23.2	23.3	23.3
-- Premium Lip Gloss	12.0	12.0	12.1	12.2	12.2	12.2
-- Mass Lip Gloss	11.0	11.0	11.0	11.0	11.1	11.1
- Lip Liner/Pencil	5.3	5.2	5.1	5.0	4.9	4.8
-- Premium Lip Liner/	3.4	3.3	3.3	3.2	3.1	3.1
Pencil						
-- Mass Lip Liner/Pencil	1.9	1.9	1.8	1.8	1.8	1.7
- Lipstick	111.5	117.5	123.7	129.7	135.3	140.6
-- Premium Lipstick	71.5	75.9	80.3	84.6	88.6	92.5
-- Mass Lipstick	40.0	41.6	43.4	45.1	46.6	48.1
- Other Lip Products	5.8	6.0	6.2	6.4	6.5	6.6
-- Premium Other Lip	2.6	2.7	2.7	2.7	2.8	2.8
Products						
-- Mass Other Lip	3.2	3.3	3.5	3.6	3.8	3.8
Products						
Nail Products	22.1	22.2	22.4	22.5	22.6	22.6
- Nail Polish	18.6	18.8	19.0	19.1	19.2	19.3
-- Premium Nail Polish	9.3	9.3	9.4	9.5	9.5	9.5
-- Mass Nail Polish	9.4	9.5	9.6	9.6	9.7	9.7
- Nail Treatments/	1.9	1.9	1.9	1.9	1.9	1.9
Strengtheners						
-- Premium Nail	1.0	1.0	1.0	1.0	1.0	1.0
Treatments/Strengtheners						
-- Mass Nail Treatments/	0.9	0.9	0.9	0.9	0.9	0.9
Strengtheners						

- Polish Remover	1.1	1.1	1.1	1.1	1.0	1.0
-- Premium Polish Remover	0.3	0.3	0.3	0.3	0.3	0.3
-- Mass Polish Remover	0.8	0.8	0.8	0.8	0.8	0.8
- Other Nail Products	0.5	0.5	0.5	0.5	0.4	0.4
-- Premium Other Nail Products	0.2	0.2	0.2	0.2	0.2	0.2
-- Mass Other Nail Products	0.2	0.2	0.2	0.2	0.2	0.2
Colour Cosmetics Sets/Kits	72.5	71.9	71.3	70.7	69.9	68.9
- Premium Colour Cosmetics Sets/Kits	44.4	43.9	43.5	43.0	42.4	41.7
- Mass Colour Cosmetics Sets/Kits	28.2	28.0	27.8	27.6	27.5	27.3
Colour Cosmetics	780.9	798.8	817.7	834.3	848.4	860.4

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

% constant value growth	2018/2019	2018-23 CAGR	2018/23 Total
Eye Make-Up	3.7	3.0	16.0
- Eye Liner/Pencil	5.5	4.4	24.0
-- Premium Eye Liner/Pencil	6.0	4.8	26.6
-- Mass Eye Liner/Pencil	4.9	3.9	21.0
- Eye Shadow	5.1	4.2	22.7
-- Premium Eye Shadow	5.6	4.7	26.0
-- Mass Eye Shadow	4.7	3.6	19.5
- Mascara	1.1	0.8	3.9
-- Premium Mascara	1.5	1.1	5.7
-- Mass Mascara	0.6	0.3	1.7
- Other Eye Make-Up	4.5	3.6	19.3
-- Premium Other Eye Make-Up	4.1	3.3	17.6
-- Mass Other Eye Make-Up	4.8	3.9	20.9
Facial Make-Up	1.8	1.5	7.8
- BB/CC Creams	2.9	2.2	11.5
-- Premium BB/CC Creams	5.2	3.8	20.3
-- Mass BB/CC Creams	1.6	1.3	6.7
- Blusher/Bronzer/Highlighter	2.9	2.5	13.1
-- Premium Blusher/Bronzer/Highlighter	2.0	1.7	8.8
-- Mass Blusher/Bronzer/Highlighter	3.7	3.1	16.7
- Foundation/Concealer	1.8	1.5	7.8
-- Premium Foundation/Concealer	2.0	1.6	8.5
-- Mass Foundation/Concealer	1.6	1.3	6.6
- Powder	1.5	1.1	5.5
-- Premium Powder	1.6	1.2	5.9
-- Mass Powder	1.3	1.0	5.1
- Other Facial Make-Up	0.6	0.6	3.0
-- Premium Other Facial Make-Up	0.4	0.5	2.4
-- Mass Other Facial Make-Up	0.7	0.6	3.1
Lip Products	4.2	3.8	20.4
- Lip Gloss	0.4	0.3	1.6
-- Premium Lip Gloss	0.4	0.4	2.0
-- Mass Lip Gloss	0.3	0.2	1.1
- Lip Liner/Pencil	-1.8	-1.9	-9.1
-- Premium Lip Liner/Pencil	-1.8	-1.9	-9.0
-- Mass Lip Liner/Pencil	-1.8	-1.9	-9.1

- Lipstick	5.3	4.7	26.1
-- Premium Lipstick	6.1	5.3	29.3
-- Mass Lipstick	4.0	3.8	20.3
- Other Lip Products	3.0	2.5	13.0
-- Premium Other Lip Products	1.1	0.9	4.5
-- Mass Other Lip Products	4.5	3.7	19.9
Nail Products	0.7	0.5	2.7
- Nail Polish	0.8	0.7	3.3
-- Premium Nail Polish	0.6	0.6	3.1
-- Mass Nail Polish	1.0	0.7	3.5
- Nail Treatments/Strengtheners	0.3	0.3	1.3
-- Premium Nail Treatments/Strengtheners	0.2	0.2	1.1
-- Mass Nail Treatments/Strengtheners	0.4	0.3	1.6
- Polish Remover	-0.1	-0.2	-0.9
-- Premium Polish Remover	-1.3	-1.6	-7.6
-- Mass Polish Remover	0.4	0.4	1.8
- Other Nail Products	-1.6	-1.6	-8.0
-- Premium Other Nail Products	-2.3	-2.5	-11.8
-- Mass Other Nail Products	-0.8	-0.8	-3.8
Colour Cosmetics Sets/Kits	-0.9	-1.0	-4.9
- Premium Colour Cosmetics Sets/Kits	-1.0	-1.2	-6.1
- Mass Colour Cosmetics Sets/Kits	-0.7	-0.6	-3.2
Colour Cosmetics	2.3	2.0	10.2

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources