

Japan – Skincare and make-up habits

“If ever there was a time to know who your customer is - this is it”



Introduction

In late 2022, Japan opened to global visitors, finally putting a long pandemic period behind them. In this post-pandemic environment, Rakuten Insight Japan investigated skincare & make-up habits, by asking 1,000 consumers from its own proprietary panel in October 2022.

Our survey found that post-lockdown, Japanese consumers are putting two years of cautious behaviour behind them and both men and women alike are ready to spend on beauty products, including facials, skincare and make-up.

Read on for the details!



Key findings

In conclusion, a few key findings emerged:

- Firstly, male consumers who are willing to buy make-up products spend more money per month on products than women.
- Secondly, the internet and social media continue to drive the beauty sector, although for some traditional bricks & mortar is the preferred purchase channel.
- And finally, beauty brands need to continue to be aware of the importance of social media channels such as YouTube, Instagram & TikTok!

Interest in using face care products, make-up and hair care products

Very interested Somewhat interested Neutral Not very interested Not interested at all

Face care products (excluding razors and shaving products)



Make-up products

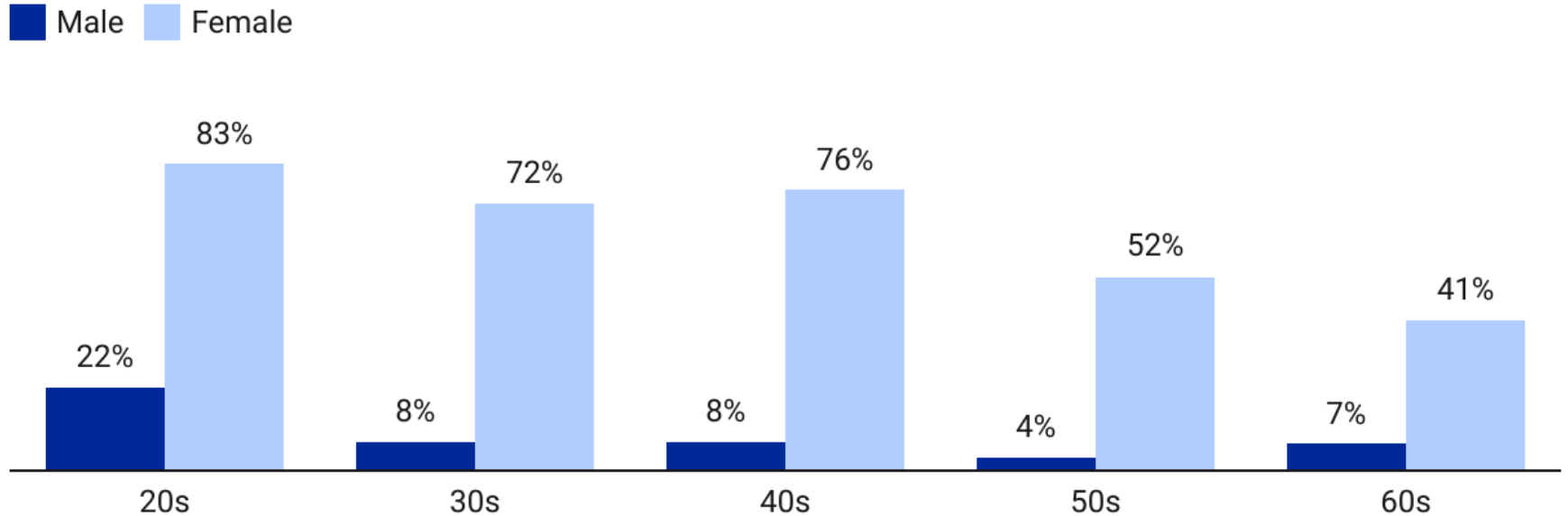


Hair care products (shampoo, rinse, etc.)



N=1,000

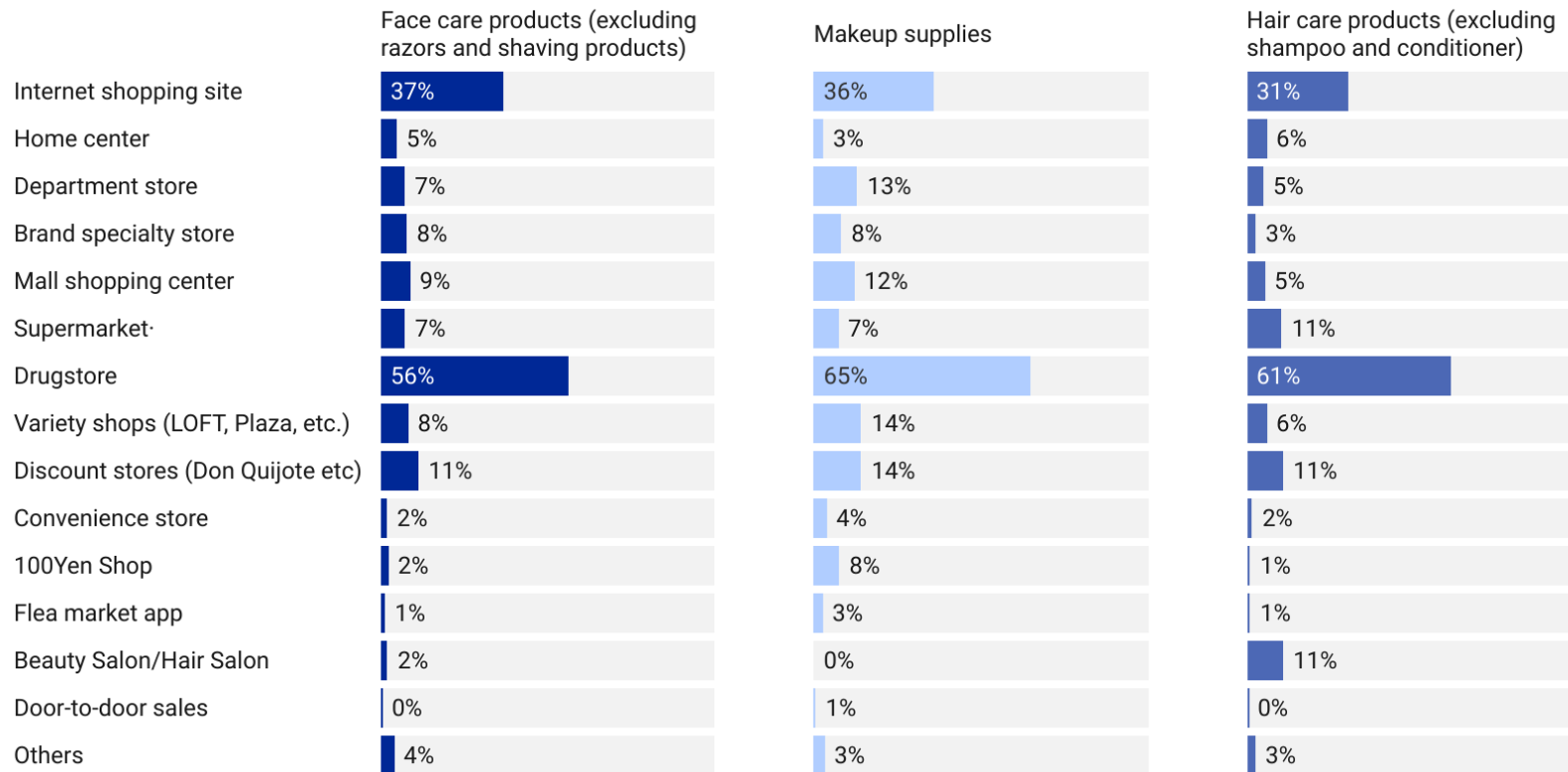
Interest in using make-up products by gender x age group



N=1,000

Purchase channels

■ Face care products (excluding razors and shaving products) ■ Makeup supplies ■ Hair care products (excluding shampoo and conditioner)

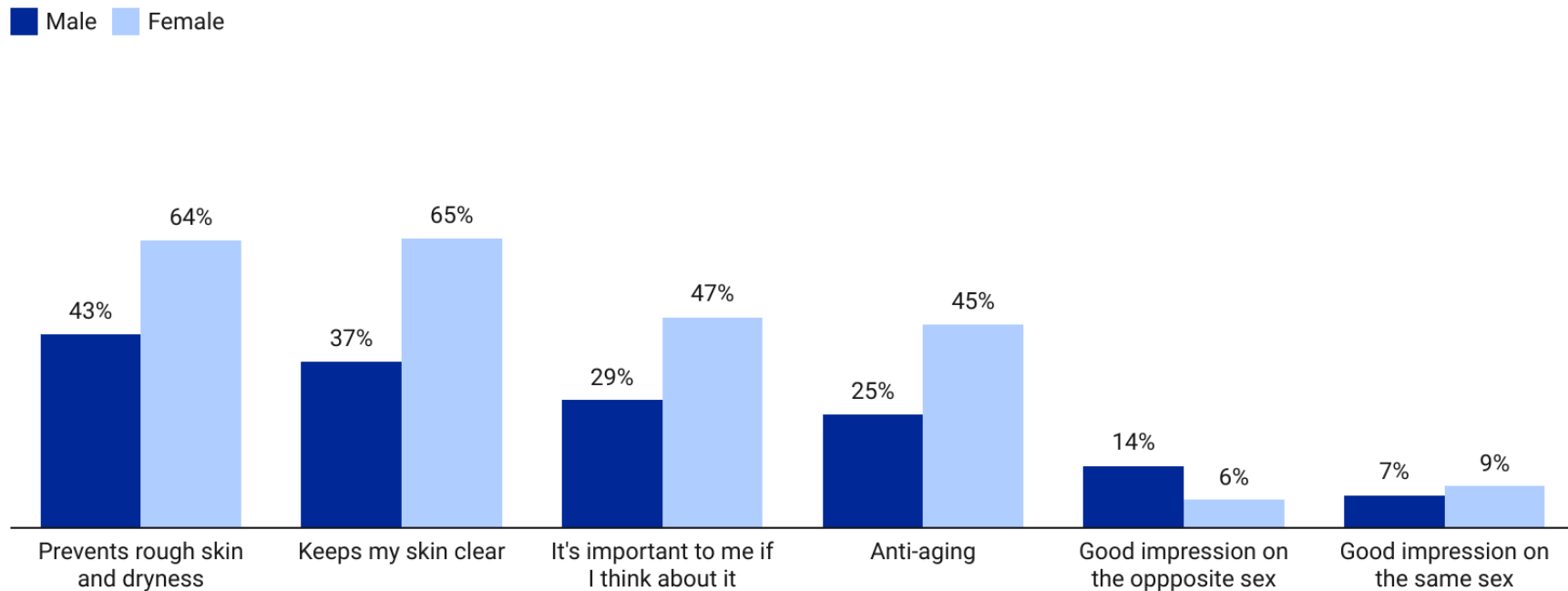


N=727

N=505

N=656

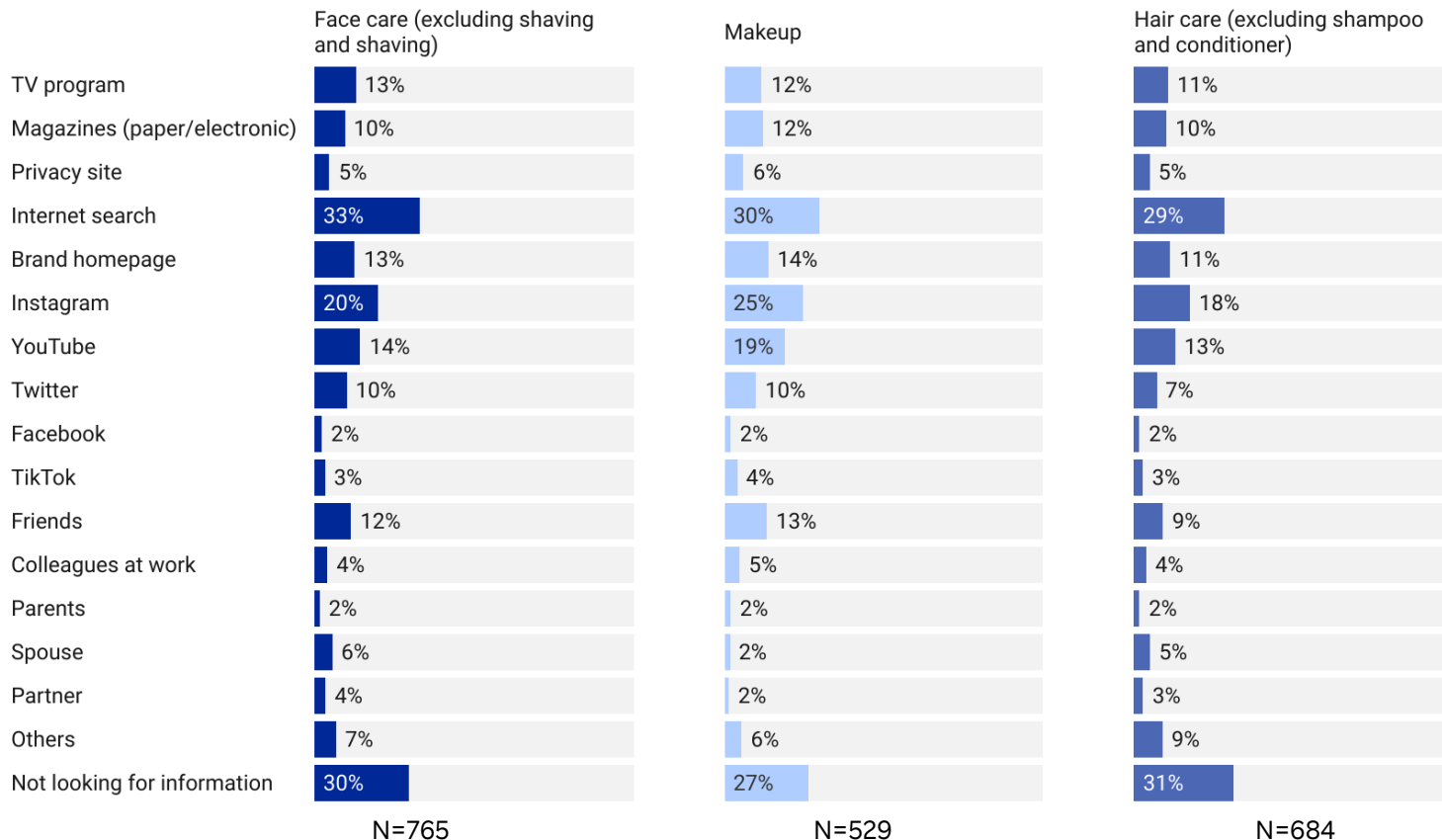
Top reasons for performing face care



N=765

Sources of information

■ Makeup
 ■ Face care (excluding shaving and shaving)
 ■ Hair care (excluding shampoo and conditioner)



About Rakuten Insight Global

For 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary, double opt-in online panels have been developed throughout 12 major Asian markets, including South Korea, China & Japan, as well as the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of the Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



Japan (JP)
2,200,000



Taiwan (TW)
120,000



Thailand (TH)
550,000



Vietnam (VN)
300,000



South Korea (KR)
640,000



Singapore (SG)
80,000



China (CN)
3,204,500



Hong Kong (HK)
52,000



Malaysia (MY)
196,000



India (IN)
650,000



Indonesia (ID)
550,000



Philippines (PH)
315,000

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