

## ② 일본의 화장품 시장 규모

- 일본은 세계에서 두 번째로 큰 화장품 시장이며, '13년 기준 세계 시장에서 10.8%의 점유율을 차지하고 있음
- Skincare 12,557백만불(47.2%), Make-up 5,456백만불(20.5%), Haircare 4,447백만불(16.7%), Personal hygiene 3,391백만불(12.8%), Fragrances 435백만불(1.6%), Male Toiletries 135백만불(0.5%), Baby personal care 119백만불(0.4%), Feminine Care 41백만불(0.2%)순으로 나타남

### <일본의 유형별 화장품 시장 규모>

(단위: 백만불, %)

Market	Category	Segment	2011년	2012년	2013년	
					시장규모	점유율
Skincare			12,265	12,406	12,557	47.2
	Facial care		8,092	8,202	8,319	31.3
		Anti-agers	2,401	2,454	2,509	9.4
		Other moisturizers	1,763	1,780	1,796	6.8
		Night cream	887	892	896	3.4
		Toner	863	868	873	3.3
		Creams and gels	690	703	717	2.7
		Face mask	579	584	590	2.2
		Exfoliating scrubs	349	354	362	1.4
		Cleansing wipes	218	222	226	0.9
		Pore strips	208	211	215	0.8
		Fade cream	134	135	137	0.5
	Body care		2,433	2,442	2,450	9.2
		Premium body care	1,538	1,540	1,541	5.8
		Mass body care	896	902	909	3.4
	Hand care		1,252	1,265	1,280	4.8
		Premium hand care	838	843	851	3.2
		Mass hand care	414	422	430	1.6
	Suncare		426	435	445	1.7
		Sun protection	297	304	311	1.2
		Self-tan	100	102	105	0.4
		After-sun	29	29	29	0.1
	Make-up remover		62	62	63	0.2
		Face make-up remover	37	37	38	0.1
		Nail varnish remover	13	13	13	0.0
		Eye make-up remover	13	13	13	0.0
Make-up			5,268	5,345	5,456	20.5
	Face make-up		3,010	3,047	3,118	11.7

Market	Category	Segment	2011년	2012년	2013년	
					시장규모	점유율
		Foundation	1,697	1,715	1,767	6.6
		Other face make-up	813	832	850	3.2
		Face powder	323	325	327	1.2
		Blusher	178	176	174	0.7
	Eye make-up		1,270	1,305	1,339	5.0
		Mascara	542	560	578	2.2
		Eyeshadow	493	504	515	1.9
		Other eye make-up	116	120	124	0.5
		Eyeliner	120	121	122	0.5
	Lip make-up		690	681	672	2.5
		Lipstick	347	339	332	1.2
		Lip gloss	204	201	198	0.7
		Lipliner	100	101	102	0.4
		Other lip make-up	40	40	40	0.2
	Nail make-up		298	312	327	1.2
Haircare			4,415	4,428	4,447	16.7
	Shampoo		1,517	1,512	1,504	5.7
		Standard shampoo	1,301	1,295	1,287	4.8
		Anti-dandruff	94	94	94	0.4
		2-in-1	81	81	81	0.3
		Baby shampoo	28	29	30	0.1
		Other shampoo	13	13	13	0.0
	Conditioner		1,238	1,225	1,212	4.6
		Traditional conditioner	991	979	967	3.6
		Intensive conditioner	202	201	200	0.8
		Other conditioner	45	45	45	0.2
	Styling agents		1,100	1,101	1,101	4.1
		Hair gel	253	254	256	1.0
		Styling creams & waxes	213	217	221	0.8
		Hairspray	240	234	227	0.9
		Hair mousse	186	187	187	0.7
		Styling spray	132	132	132	0.5
		Other styling agents	77	77	77	0.3
	Hair colorants		504	534	574	2.2
		Semi-permanent colorants	504	534	574	2.2
	Perms & relaxers		57	57	57	0.2
		Relaxers	44	44	44	0.2
		Perms	13	13	13	0.0
Personal hygiene			3,197	3,294	3,391	12.8
	Bath & shower products		1,509	1,558	1,607	6.0
		Shower products	1,287	1,330	1,373	5.2
		Other bath products	173	179	184	0.7
		Liquid bath products	49	50	50	0.2
	Soap		1,081	1,114	1,146	4.3
		Liquid soap	1,081	1,114	1,146	4.3
	Deodorants		606	623	639	2.4
		Aerosol anti-perspirant	342	351	360	1.4

Market	Category	Segment	2011년	2012년	2013년	
					시장규모	점유율
		Sticks & solids	96	99	103	0.4
		Body spray	78	79	80	0.3
		Roll-on deodorants	69	71	73	0.3
		Deodorant creams	16	16	17	0.1
		Deodorant gel	6	6	6	0.0
	<b>Fragrances</b>		<b>446</b>	<b>441</b>	<b>435</b>	<b>1.6</b>
	Female fragrances		334	329	324	1.2
	Premium female fragrances		200	197	194	0.7
	Mass female fragrances		134	132	131	0.5
	Male fragrances		103	102	102	0.4
	Premium male fragrances		54	54	53	0.2
	Mass male fragrances		49	49	48	0.2
	Unisex fragrances		10	10	10	0.0
	Mass unisex fragrances		5	5	5	0.0
	Premium unisex fragrances		5	5	5	0.0
	<b>Male Toiletries</b>		<b>131</b>	<b>133</b>	<b>135</b>	<b>0.5</b>
	Male Shaving Preparations		101	103	104	0.4
	Shaving gels/lotion		86	87	89	0.3
	Shaving creams		13	14	14	0.1
	Others		2	2	2	0.0
	Male Shaving Aftercare		30	30	31	0.1
	Gel and Lotions		27	27	27	0.1
	Others		3	3	3	0.0
	<b>Baby personal care</b>		<b>114</b>	<b>116</b>	<b>119</b>	<b>0.4</b>
	Baby Toiletries		114	116	119	0.4
	Lotion		39	39	40	0.1
	Oil		30	31	31	0.1
	Shampoo		28	28	29	0.1
	Bath		18	18	19	0.1
	<b>Feminine Care</b>		<b>40</b>	<b>40</b>	<b>41</b>	<b>0.2</b>
	Internal Cleansers		40	40	41	0.2
	합 계		25,876	26,204	26,582	100.0

※ 자료 : 데이터모니터(2014), 우리나라 화장품 분류 기준 적용