



# Health and Beauty Specialists in Japan

February 2024

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## Health and Beauty Specialists in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Physical outlets regain momentum post-COVID-19, and competition intensifies both online and offline

Increased activities outside the home generate demand for OTC products

Online offerings increase

#### PROSPECTS AND OPPORTUNITIES

Unique private label launches could be key to retain consumers

Continued development of private label lines targeted towards Gen Z expected

Femtech and femcare likely to be the next trends in health and beauty specialists

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## Retail in Japan - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Private label development key for retailers to stay competitive

New regulation on stealth marketing (Endorsements and Testimonials in Advertising) impacts e-commerce and direct selling

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hatsu Uri ("First Sales") at New Year

Valentine's Day

White Day

Mother's Day

Father's Day

Summer bargains

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Black Friday and Cyber Monday

Christmas and year-end bargains

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