



Euromonitor
International

Health and Beauty Specialists in Japan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong sales growth driven by store reopening as retail channels blur
Private label lines from health and beauty specialists embrace high added value
MatsukiyoCocokara & Co thrives thanks to recovery of inbound travel

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Intensifying competition in the consolidating health and beauty specialists landscape
Evolving digital services in pharmacy dispensing
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Japan's retail industry embraces digital solutions to combat labour shortages
What next for retail?

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- Informal retail
- Opening hours for physical retail
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- Seasonality
- Hatsu Uri ("First Sales") at New Year
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