Japan

Contents

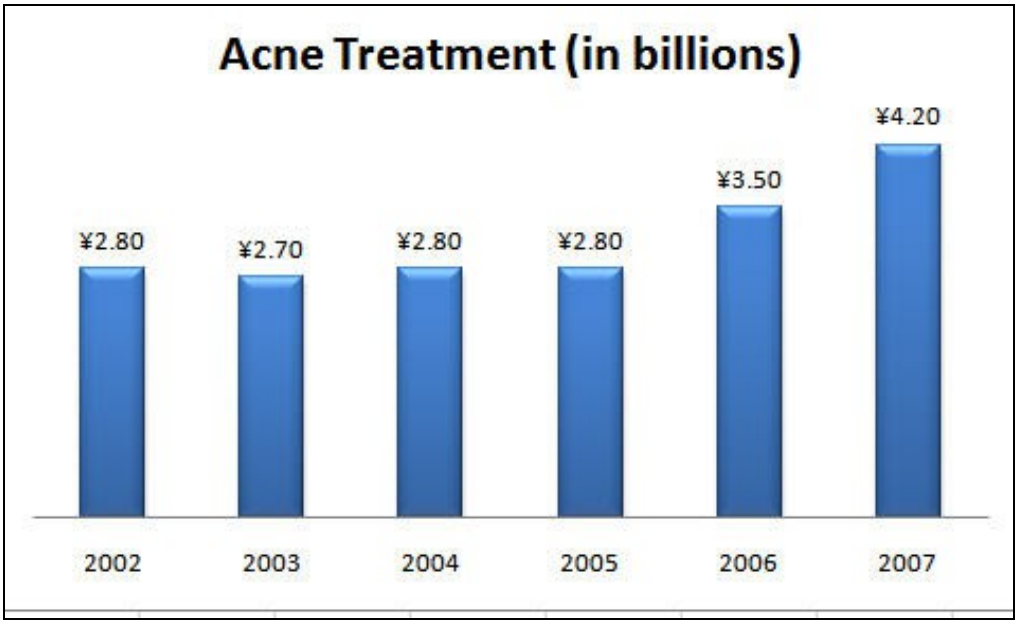
- 1 **Market Facts**
- 2 **Historic Sales**
- 3 Brands and their Sales
  - ♦ 3.1 Categorization of Products
- 4 Sales Forecast

Market Facts

- Acne treatments most dynamic with 20% current value growth in 2007
- Acne treatments were the best performing product area in 2007, achieving 20% current value growth over the previous year. This was chiefly due to the re- launch of leading brand Mentholatum Acnes from Rohto Pharmaceutical Co Ltd in 2006. The brand was re -launched with a more effective formulation and grew share dynamically in 2007 as a result.
- Acne treatments are also expected to see strong growth during the forecast period, with constant value growth of 42%. Growth will be supported by further new product development. The growing number of busy and affluent young workers suffering from acne will make this product area highly attractive to players during the forecast period, with these consumers generally willing to pay more for products that are convenient and enhance their appearance. New launches are therefore expected to focus on swiftly absorbed formulations that also claim to improve skin condition.

Historic Sales

Following figure shows the sales of acne treatment product during the period 2004 to 2007.



Source : Euromonitor International

Brands and their Sales

- The below table shows the names of various brands under acne care and their respective **sales percentage** for the period between 2004 to 2007.

Acne Treatments Brand Shares by Value 2004-2007				
Brand	2004	2005	2006	2007
Mentholatum Acnes(Oxy)	13.4	13.4	14.3	19.1
Clearasil Acne	19.5	22	17.5	15.5
Pair Acne	5.4	5.4	17.2	14.6
Bif Night	13.5	14.4	14.3	12.4
Pimplit	9.4	9.4	8.6	7.6
Menturm Acne Lotion	8.7	8.6	6.6	5.7
Skinlife	4	4	2.9	2.4
Pair Acne Cream W			2.9	2.4

Eva Youth				2.4
Acnepell	3.3	3.3	2.3	2.1
Freshing Cream	2.9	2.9	2	1.9
Eskamel	2.5	2.5	1.7	1.7
Annsalbe	1.8	1.8	1.1	1
Eva Youth	3.3	3.3	2.6	
Private label	2.2	2.1	1.4	1.2
Others	10.1	6.8	4.6	10

[Source : Euromonitor International]

Categorization of Products

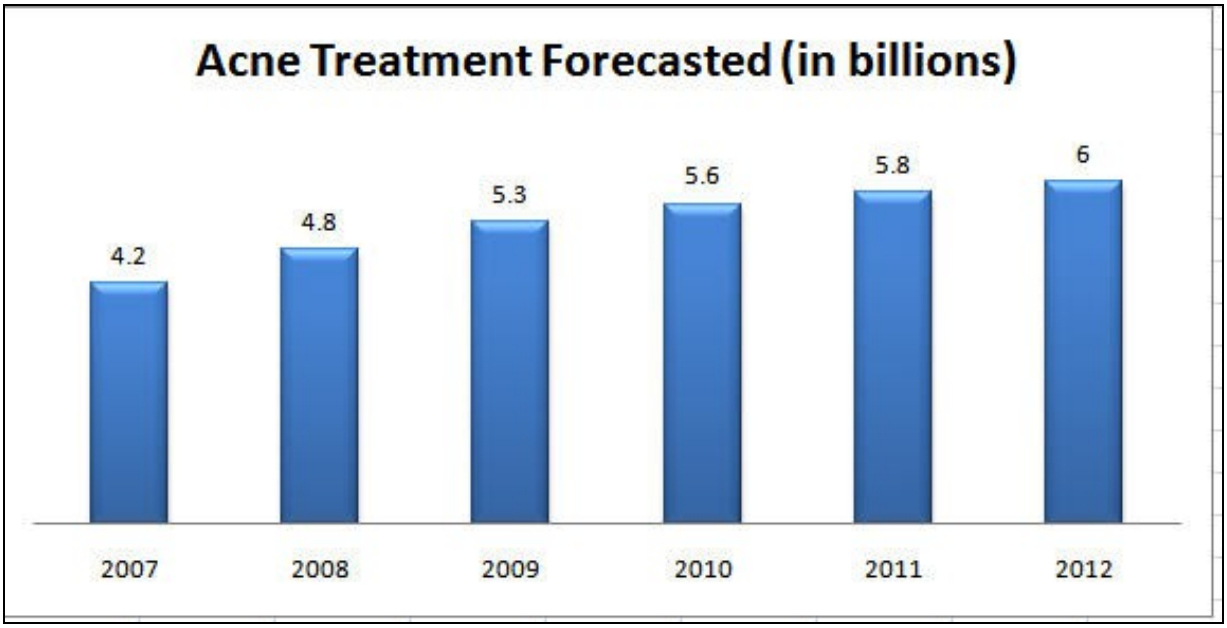
- Here, we had tried to categorize the the different products under following 3 categories.

1. Devices
2. Kits
3. Moisturizers/Lotion/cream

Brand	Category
Mentholatum Acnes(Oxy)	Moistureriser/Lotion/Cream
Clearasil Acne	Kits and Moistureriser/Lotion/Cream
Pair Acne	Moistureriser/Lotion/Cream
Bif Night	Moistureriser/Lotion/Cream
Pimplit	Moistureriser/Lotion/Cream
Menturm Acne Lotion	Moistureriser/Lotion/Cream
Skinlife	Moistureriser/Lotion/Cream
Pair Acne Cream W	Moistureriser/Lotion/Cream
Acnepell	Moistureriser/Lotion/Cream
Eskamel	Moistureriser/Lotion/Cream
Annsalbe	Moistureriser/Lotion/Cream

Sales Forecast

- The following image shows the forecasted sales figure of the acne treatment market for Japan.





Source : Euromonitor International