

Japan: Betting on Inflation?

Group 10

Global Skin Care Market
Thecasesolutions.com

Region/Country	Retail Sales (\$million)
Western Europe	8,736
North America	6,059
Asia/Pacific	11,229
WORLD TOTAL	47,512

Source: IT Global Skin Care Market Dec1996

The table proved that the markets to be growing
World total-(Taiwan+Hong Kong+Japan)= 39,445

Thecasesolutions.com
P&G

mainly beauty premium brands

Olay

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SK-II

which launched in Japan and gets successful Japan

where cosmetics ratings rose from around 30% to over 70%

Thecasesolutions.com




Three Market options

China



Japan



Europe



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China 

Region/Country	Retail Sales (\$million)	Two-year Growth Rate
Asia/Pacific	11,229	
China	1,022	28
Japan	6,869	6
South Korea	1,895	9
Taiwan	522	18
Hong Kong	266	6

Thecasesolutions.com

How to do?

China can divide into three cities, from the wealth China, such as Shanghai, have large potential on skin care market...\$10 million to \$15 million in sales

China's population and low-cost beauty consultants ... help them create high returns.

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Exhibit 11 Global Skin Care Market Size1999

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www.skincarecollege.com/learn/around/2016/12/16/104

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Exhibit 11 Global Skin Care Market Size:1999

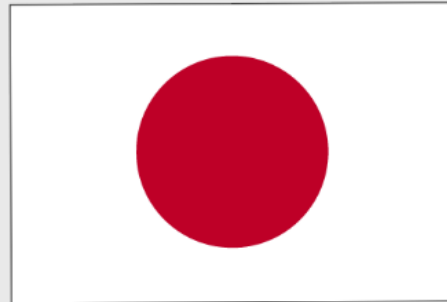
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