

TATCHA: Marketing the Beauty Secrets of Japanese Geisha

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	47,112

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



Three Market options



Thecasesolutions.com

China



Region/Country	Retail Sales (\$million)	Two-year Growth Rate
Asia/Pacific	11,229	
China	1,022	28
Japan	5,869	6
South Korea	1,895	9
Taiwan	532	18
Hong Kong	265	6

Thecasesolutions.com

How to do?

China can divide into three class, 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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SK-II

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Exhibit 11 Global Skin Care Market Size:1999

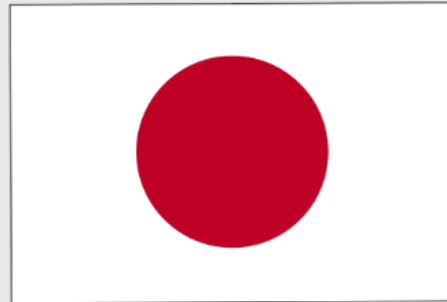
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Japan



Europe



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