

# Cosmetics & Toiletries Market Overviews 2013

*Compiled by U.S. Commercial Service Hong Kong*



## CONTENTS

<b>AUSTRALIA</b>	.....	<b>2</b>
<b>CHINA</b>	.....	<b>4</b>
<b>HONG KONG</b>	.....	<b>15</b>
<b>INDIA</b>	.....	<b>27</b>
<b>INDONESIA</b>	.....	<b>34</b>
<b>JAPAN</b>	.....	<b>41</b>
<b>KOREA (SOUTH)</b>	.....	<b>49</b>
<b>MALAYSIA</b>	.....	<b>57</b>
<b>NEW ZEALAND</b>	.....	<b>67</b>
<b>PHILIPPINES</b>	.....	<b>69</b>
<b>RUSSIA</b>	.....	<b>74</b>
<b>SAUDI ARABIA</b>	.....	<b>83</b>
<b>SINGAPORE</b>	.....	<b>86</b>
<b>TAIWAN</b>	.....	<b>95</b>
<b>THAILAND</b>	.....	<b>102</b>
<b>UNITED ARAB EMIRATES</b>	.....	<b>109</b>
<b>VIETNAM</b>	.....	<b>114</b>
<b>U.S. CONTACT LIST FOR COSMETICS/TOILETRIES INDUSTRY</b>	.....	<b>118</b>

## AUSTRALIA

### Market Overview

Demand for cosmetics and toiletries is estimated at US\$2.8 billion. Imports satisfy 50 percent with the U.S. holding a 30 percent share of the import market. Given Australia's relatively small population of 23 million people, import competition is very high and the market has shown annual growth rates of around five percent over the past two years.

The cosmetics and toiletries industry in Australia is strongly influenced by the importance of personal appearance, both for women and men. Australia's median age is 37 years and over the past two decades the median age has increased by 4.7 years. With an ageing population, Australians are becoming more concerned with wellness issues and seek products that prolong a youthful appearance.

Sub sectors continuing to experience growth are color cosmetics, hair care and beauty salon products.

Color cosmetics offering appearance-enhancing benefits along with anti-aging properties are in a good position for continued growth. Increasingly, suppliers are seeking goods that emphasize, preserve and protect rather than just for cosmetic appearance, e.g., wrinkle reduction products.

Prospects are also promising for professional hair products assisted by the support of a world-renowned hairdresser or hair care company. The demand for hair straightening products is increasing, as is colorants in the men's market. Likewise, growth in the beauty salon market is primarily due to professional-based regimes being desired by Australian consumers.

Innovative quality brands incorporating premium natural and/or organic ingredients are popular. Australian women are also keen to try new salon products in a professional salon/spa environment.

U.S. companies entering the Australian cosmetic and toiletries market should consider offering innovative products. Distributors in Australia seek novel brands and in particular, products with unique benefits.

### Market Issues and Regulatory Regime

As a result of the Free Trade Agreement between the United States and Australia, the general import duty on cosmetics and toiletries decreased on January 1, 2005, from five percent to zero. Further information about duties and customs requirements can be obtained by viewing the Australian Customs Service website: [www.customs.gov.au](http://www.customs.gov.au).

When cosmetics and toiletries are shipped to Australia, the goods are subject to GST (Goods and Services Tax), a broad-based tax of 10 percent. While the responsibility to pay GST to the Australian Taxation Office lies with the producer/supplier, it is the consumer who finally bears the GST cost. The importer pays the GST to the Australian Customs Service.

Australia has strict regulatory requirements regarding cosmetics ingredients and labeling. Primarily, ingredient safety falls under the National Industrial Chemicals Notification and Assessment Scheme (NICNAS), administered by the Department of Health and Ageing, which require approval for use of a wide range of substances, including ingredients in cosmetics. For further information, NICNAS can be found at [www.nicnas.gov.au](http://www.nicnas.gov.au).

Cosmetic and toiletry products are subject to approval by the Therapeutic Goods Administration (TGA), which is part of the Australian Government. There are many issues concerning the registration process, as suppliers are required to demonstrate that a product is not considered to be a therapeutic good, otherwise the release of the product in Australia must follow the requirements of the Therapeutic Goods Act. Some sunscreens for example must be registered with the Australian Register of Therapeutic Goods. Further information on approval processes, including costs, can be obtained from [www.tga.gov.au](http://www.tga.gov.au).

### **Distribution channels**

There has been a marked shift in retailing of cosmetics and toiletries in Australia in recent years. Sales by traditional retailers and pharmacies are being eroded by major supermarkets. Nearly half of all cosmetics and toiletries (45 percent) are purchased through major supermarkets such as Coles and Safeway (Woolworths).

Pharmacies and cosmetic retailers (a group which once occupied a large portion of the market) now represent 35 percent of cosmetic and toiletry sales. General merchandise retailers such as Target, Kmart, and Big W stock cosmetics and toiletries at very competitive prices. However, premium cosmetics and fragrances continue to be sold by pharmacies, cosmetic retailers and department stores.

Sales growth in supermarkets is being stimulated by the increasing number of women staying in the workforce and quality products, previously exclusive in the premium and mid-market sectors, now migrating to the mass-market. This move from traditional retailers and pharmacies results in growth in the skin care and hair care sub-sectors.

Traditional distributors and retailers have also lost market share to online retailers. The growth in online retailing has created increased price competition.

### **For More Information**

Please contact John Kanawati at the U.S. Commercial Service in Australia on Phone: 61-2-9373 9207, Fax: 61-2-9221 0573, Email: [john.kanawati@trade.gov](mailto:john.kanawati@trade.gov) or visit their website: [www.export.gov/australia](http://www.export.gov/australia)

## CHINA

### Summary

China's cosmetic market has been expanding rapidly over the past 20 years. Despite this significant growth, China's cosmetic consumption is still far from saturation, and the country is expected to remain a dynamic market. Nationwide sales are expected to grow at an average of 10 percent in the years ahead according to market research firm Kline & Co.

### Market Demand

With a population of 1.3 billion, of which 480 million are urban residents, China has the largest number of potential cosmetic customers in the world. As a result of China's fast economic growth, living conditions should continue to improve, providing an increasing number of people with purchasing power to buy cosmetics.

Despite rapid growth, China's cosmetic market is still at a low level of development. Although China is potentially the largest customer base in the world, its per capita yearly spending on cosmetics is only about \$15. Despite this, China provides reasonable business opportunities for foreign cosmetic producers, particularly in the areas of imported middle and high end products. After 20 years of development, China's cosmetic market has become highly competitive. However, there remains potential for new entrants, provided that they adopt appropriate market entry strategies, find the right manufacturing or distribution partners, use effective marketing strategies, and make suitable products for various customer groups at reasonable price points.

Consumers can be assembled into three categories: upper, middle and lower. Factors that affect purchasing are brand, quality and price, in addition to their purchasing power. Those consumers that purchase imported brand products (high-end market) are considered high-income earners living in medium-sized to large cities. This category comprises mainly young and middle-aged women who favor well-known cosmetics brands from Japan, Europe and the U.S.<sup>1</sup>

### Market Data

According to HKTDC Research, total retail sales of skin products on Mainland China were around 73 billion RMB, and make-up products hit 16 billion RMB in 2011. For skin products, this was a 14% increase over last year, and for make-up products this was a 13% increase.<sup>2</sup>

---

<sup>1</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

<sup>2</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

The continuous double-digit growth of the Chinese beauty market is driven by both rising disposable income and fierce competition motivating female and male urban white-collar workers to invest in their personal appearance.

China's Imports of Major Cosmetic Products during Jan-Nov 2012

Description	Jan-Nov 2012 (US\$ million)	YoY change (%)
Perfumes and sprays	83.071	22.4
Lip make-up preparations	36.426	35.3
Eye make-up preparations	50.102	3.4
Powders, whether or not compressed	38.029	10.5
Other (including preparations for the care of the skin, suntan preparations, etc.)	918.459	8.1
Shampoos	41.173	38.3
Preparations for permanent waving	3.896	21.9
Hair lacquers	8.157	10.3
Other	44.817	15.9
Personal deodorants and antiperspirants	5.83	22.5

Source: Global Trade Atlas

## Best Prospects

### Skin Care Products:

Compared to other product segments, sales of skin care products have experienced the fastest growth in recent years. Competition in this market is fierce with prices and target customers varying significantly. The market segment for middle grade products is increasing. Domestic products are more price competitive than imported ones. However, the attraction for higher quality, name brand products is solid. Facial products especially designed for Asian skin are well received by Chinese consumers. Creams and lotions have the largest sales volumes followed by facial wash creams and bath creams. Additionally, anti-aging products have also progressively become prevalent for those looking to stay youthful and combat aging.<sup>3</sup>

### Make-up Products:

These products have great sales potential. Advertising and sales promotions greatly influence the purchasing decisions of make-up products. Consumers usually require

<sup>3</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

make-up to reflect their personal styles. As such, various brands share this market. No one brand has an overwhelming market share. Eye make-up has experienced substantial growth in recent years, which has assisted this product segment in producing the largest sales among make-up products. Moreover, green consumerism is building momentum on the Mainland; and therefore, simple, natural and environment-friendly features of make-up products are likely to become more significant in the future.<sup>4</sup>

#### Baby-Care Products:

The market for baby-care products has been expanding in recent years. Given the one-child policy, many parents in China do not hesitate to increase spending for their only child. Johnson & Johnson holds the largest market share in this sector. Domestic products are competitive in price, but weak in new product development. Many young women and mothers also like to use baby or children's skin care products as they are gentler and allergy-free.

#### Sunscreen Products:

As the awareness about the harm of ultraviolet rays increases, the market for sunscreen has grown rapidly in recent years. Waterproof sunscreen products are enjoying increasing sales, and sunscreen products with whitening functions are also gaining favor among young Chinese women.

#### Cosmeceuticals:

Another category of cosmetics – cosmeceuticals - have peeked the attention of consumers. “Cosmeceuticals” are the synthesis of cosmetics and pharmaceuticals. Examples of products in this group are spot lightening cream, acne treatment and acne ointment. Chinese herbal cosmetics are slated to create a new market within the cosmeceutical sector. As the overall cosmeceutical market begins to further open up, its market potential is estimated at 20 billion RMB with an annual growth rate between 10 and 20%. So far there are over 170 players in this market with some of them being prominent pharmaceutical companies in China. Cosmeceuticals seem like a promising market in the future.<sup>5</sup>

#### Cosmetics Products for Men:

Skin care products for men have become increasingly important in China. In 2011, this segment saw a 34% increase. According to the National Bureau of Statistics of China, the male population in 2010 represented 51.27% of the total population. Looking closer at the data, men represent only 12.7% of the market; thus, leaving room for possible significant growth in the future. Men in this category are concerned with both oil control and facial cleansing. Facial cleansers are the most popular product for men; however, there is an increasing demand for certain specialty products such as sun-blocks and masks.

---

<sup>4</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

<sup>5</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

There is an apparent concern for aging and skin coarseness among men purchasing these types of products.<sup>6</sup>

### **Key Suppliers**

There are more than 3,000 cosmetic enterprises registered in China with more than 25,000 brands. Of all the brands, over 500 come from foreign countries with France, the United States, Japan and South Korea being the 4 largest brand origins.

Over the past two decades, foreign companies have been very successful at increasing brand awareness in China. Although several large domestic firms are trying to catch up in their brand building, foreign companies still dominate the market. According to the *Beijing Youth Daily*, foreign cosmetics brands currently account for almost 80 percent of sales volume, as they occupy almost all of the high-end market. And many of them are now expanding into middle and low end markets. Leading players/brands include L'Oreal, P&G, Uniliver, Henkel, Shiseido, Revlon, Chanel SA, Lancôme, Dior, Estee Lauder, Maybelline, Vichy, etc.

Despite the economic downturn, L'Oreal, the world's largest cosmetic company by revenue, registered a strong sales volume of RMB 9 billion (around US\$ 1.3 billion) in China in 2010, an increase of 11 percent over the previous year making China the largest market in the Asia-Pacific region for the company.

### **Prospective Buyers**

Department stores, specialty stores, professional beauty salons and some commercial websites typically buy and/or sell cosmetics in China.

#### Department Stores

Department stores are known in China for retailing high-quality products. As such, most of the prominent international cosmetics companies sell their products through high-end department stores in China's metropolitan areas. Department stores must, however, closely monitor the quality of the products that they retail, as some international cosmetics products are counterfeits or smuggled into China without proper official registration to guarantee their safety and quality.

Nowadays, most department stores in China tend to source products from distributors rather than source directly from manufacturers, as they do not want to spend too much time going through the lengthy registration process for cosmetic products.

#### Specialty Stores

These stores retail the products of famous international cosmetics companies and a variety of small to medium-size domestic companies. Many specialty stores are now

---

<sup>6</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

contacting manufacturers directly for their cosmetics supplies, thus bypassing the wholesalers. Hong Kong based Watson's and Sasa, and Sephore of France are major players.

Department stores, along with specialty stores, are the top sales channels to consumers.

#### Drugstores

Consumers are now purchasing cosmetics through drugstores, especially since the cosmeceuticals market is increasingly becoming popular. This industry is currently dominated by foreign companies. There are, however, local pharmaceutical companies that have entered into the market. For instance, the domestic company called Longrich has created a two-pronged approach. Longrich distributes its products through shopping centers and supermarkets, in addition to local pharmacies.<sup>7</sup>

#### Beauty Salons

Beauty salons have been opening rapidly in China. A large number of high-end beauty salons and clubs are located in hotels, office buildings and high-end department stores. These beauty salons require their customers to register as members before receiving services. The salon's skin care services are used regularly by these members. The majority of the skin care products used in beauty salons are products from foreign companies, as customers prefer the higher quality and effectiveness.

#### Internet

Shopping on-line has grown rapidly in China in recent years. According to statistics released by the Information Office under the State Council of China, the number of Internet users in China reached 384 million in 2010. Net purchasers (those who have purchased something over the internet for at least one time) account for about 26% of all the internet users. In 2011, China's online cosmetics market exploded by 67% (37.3 billion RMB), and was positioned to hit 57.7 billion RMB in 2012 according to market surveys.

Selling cosmetics online have proved to be a viable medium of distribution. Consumers have several online platforms to purchase cosmetics. Customer to Customer (C2C) platforms such as Taobao.com (the biggest online C2C outlet in China) provide lower cost cosmetics; however, the authenticity of these products cannot be verified. Therefore, consumers should proceed with caution or purchase cosmetics online from more reputable sources. Taobao.com, itself, does not sell cosmetics, rather only offers an online platform for individuals to buy and sell products.

More trustworthy online options are facilitated by business to customer (B2C) platforms, such as Tmall.com, which offers cosmetics directly from online shops. Tmall.com is a spin off from Taobao and was established in 2008. By 2011, Tmall was separated into its

---

<sup>7</sup> <http://china-trade-research.hktdc.com/business-news/article/China-Consumer-Market/China-s-cosmetics-market/ccm/en/1/1X000000/1X002L09.htm>

own entity to specifically serve the B2C platform. Tmall.com presently offers more than 70,000 major multinational and Chinese brands from more than 50,000 merchants. Numerous prominent cosmetics companies (L’Oreal, Adidas, P&G, Unilever, Estee Lauder, Dior, Lancome, Shiseido, Mary Kay, etc.) and brands have opened online stores on Tmall.

Furthermore, consumers can purchase cosmetics online from retail websites that specialize in cosmetics such as Lefeng.com and Jumei.com.

Nevertheless, selling and buying cosmetics on the internet is a growing trend and the reality in China that every player must face and deal with. US cosmetic firms are encouraged to explore this selling channel by either considering establishing their own e-commerce websites or working with reputable Chinese e-commerce companies that are not only capable of launching and marketing their products to the world’s largest internet population, but more importantly, protecting their IPR in this country.

## **Market Entry**

### *Distribution Companies*

When it comes to selling imported cosmetic products, finding a local distributor often is the first and most preferable option. Good local distributors understand the market situation very well and can tell if a new-to-market product has any potential in China. More importantly, local distributors are in the best position to help new-to-market foreign companies navigate the very complicated import and registration process with different Chinese government agencies, thus significantly saving time for foreign companies wanting to enter the Chinese market.

### *Direct selling*

Direct selling has historically been a popular channel for selling cosmetic products into different markets. However, direct selling in China has a turbulent history and still contains legislative challenges. As part of China’s WTO commitment to allow market access for “wholesale or retail trade services away from a fixed location” by December 11, 2004, China issued two long awaited regulations governing the sector on September 2, 2005. Upon analysis, these new regulations are more restrictive than those of any other country in the world. Multi-level marketing (MLM) organizations are characterized as illegal pyramids, compensation is capped at 30% based on personal sales, and language exists which will require the construction of fixed location “service centers” in each area where sales occur. Significant barriers exist for new entrants, as evidenced by a 3-year foreign experience rule, an actual registered capital of 80 million RMB (US\$10 million) and a required 20 million RMB (US\$2.5 million) bond deposit.

There are currently 10 to 12 large-scale international firms in China that have been operating under direct-sales model. Given the very strict requirements, companies should carefully consider whether they want to adopt the direct selling model in China.

### Localized production

To gain a firm footing in China, many foreign cosmetic companies have chosen to set up factories in China. Most of the foreign brands that are selling well in China are now manufactured in China. Usually these foreign companies would set up factories at development zones or industrial parks near the big cities, like Beijing, Shanghai and Guangzhou, to capitalize on lower production costs. While the initial investment for setting up a factory could be huge, it brings key benefits such as being closer to consumers, clear sales channel, easy control over brand image and lower labor cost. P&G, for example, has set up several manufacturing facilities across the country allowing it to compete with domestic counterparts even on prices, a fact that would be impossible without the localized production.

In addition, foreign cosmetic firms have attached great importance to the development of 'China-specific' products in the long run. L'Oreal opened a skin and hair research institute in Shanghai in 2005 that will create products designed specifically for Chinese women. In 2011, Estee Lauder expanded its Shanghai R&D center to the second R&D center in Asia, and one of eighth global R&D centers. Shiseido, Japan's biggest cosmetics company, is expanding a similar research facility in Beijing, where its China headquarters is located. According to media reports, those companies say they will experiment with traditional Chinese herbs with the aim of including them in new products.

### Acquisitions

International giants have found that acquiring local firms is one of the most effective ways to expand to second and third-tier regions, or medium and low-end markets. China has the most cosmetic manufacturers in the world and about 90% of these manufacturers are small and medium-sized firms holding a relatively small percentage of the market share. However, many of these firms have well-established regional distribution networks, especially in small cities and the vast rural areas that foreign bands have yet to take. For example, French firm L'Oreal acquired Mini Nurse and Yue-Sai, both of which were famous local brands, in 2003. This deal effectively gave the firm an extended reach to many small cities that it had never been able to focus on in the past.

## **Market Issues & Obstacles**

According to the SFDA (State Food and Drug Administration) under the Ministry of Health, People's Republic of China, all foreign cosmetic product manufacturers must complete a safety and health quality test, and obtain a hygiene permit before they are allowed to sell in the Chinese market.

### Safety and Health Quality Test

This test is performed by organizations appointed by the SFDA. At present, there are three such organizations authorized by SFDA to administer such tests. The test normally takes 2-6 months while costs vary from \$700 to \$6,000 depending on the types and

complexity of the products. Following is the contact information on these organizations:

China Center for Diseases Control (China CDC)  
Institute for Environmental Health and Related Product Safety  
#27, Nanwei Road, Beijing 100050, P.R. China  
Phone: 86-10/6302-2960; Fax: 86-10/6317-0894  
[www.chinacdc.net.cn](http://www.chinacdc.net.cn)

Shanghai Center for Diseases Control (Shanghai CDC)  
Environmental Health Section  
#1380 Zhongshan Road West, Shanghai 200336, P.R. China  
Phone: 86-21/6275-8710 x 21; Fax: 86-21/6209-6059  
[www.scdc.sh.cn](http://www.scdc.sh.cn)

Guangdong Center for Diseases Control (Guangdong CDC)  
Public Health Research Institute  
#176 Xingang Road West, Guangzhou 510300, P.R. China  
Phone: 86-20/8419-7952; Fax: 86-20/8446-9324  
[www.cdcp.org.cn](http://www.cdcp.org.cn)

#### *Hygiene Permit for Imported Cosmetics*

This permit is granted by SFDA. The maximum time taken to review and evaluate imported cosmetics is eight months. According to some local companies that help cosmetic firms apply for this permit, actual length ranges from two to eight months. A committee under SFDA convenes to review and evaluate imported cosmetics four times a year in March, June, September, and December. Companies need to submit the following documents:

Samples of declared product;

- Formula of declared product;
- Flow chart of production process for declared product;
- Quality standard of declared product;
- Authorization letter from exporter (when using agent for registration);
- Exporter's local sales permit for declared product;
- Quarantine Certificate from exporter's government agency.
- User's guide and usage warning for declared products.

The contact information of SFDA is as follows:

State Food and Drug Administration  
A-38 Beilishi Road, Xicheng District, Beijing 100810, P.R. China  
Phone: 86-10-6831-5572  
Fax: 86-10-6831-5776  
Email: [slfwzx@sFDA.gov.cn](mailto:slfwzx@sFDA.gov.cn)  
[www.sfda.gov.cn](http://www.sfda.gov.cn)

It should be noted, however, that foreign cosmetic companies are not allowed to apply for a health permit by themselves. Instead, they need to use a local company to apply on their behalf. There are a number of local companies that provide such service.

#### Free Sales Certificate (FSC)

US companies exporting cosmetics to China needs to obtain a FSC from the FDA in the US indicating that their products are actually being sold and marketed freely in the US market. Details about the FSC issued by FDA can be found at the following webpage:

<http://www.fda.gov/downloads/RegulatoryInformation/Guidances/ucm125822.pdf>

In addition to FDA, some US trade associations also issue this certificate to US companies. Here is the contact information of two such trade associations:

#### Personal Care Products Council (PCPC)

1101 17th Street, NW, Suite 300, Washington D.C. 20036-4702

Phone: (202) 331-1770

Fax: (202) 331-1969

<http://www.personalcarecouncil.org/>

#### Independent Cosmetic Manufacturers & Distributors (ICMD)

1220 W. Northwest Hwy Palatine, Illinois 60067

Phone: 1-800-334-2623

Fax: 847-991-8161

<http://www.icmad.org/membership/certificates.asp>

#### Tariff rate

As of January 1, 2005 there is a final bound tariff rate of 10% applied to imported lip and eye make-up preparations and powders. Other imported cosmetics are subjected to a 6.5% tariff rate and came into play in 2008. Value Added Tax (VAT) is 17%.

Imports tariffs of selected cosmetics products, 2013		
HS Code	Description	(%)
33030000	Perfumes and sprays	10
33041000	Lip make-up preparations	10
33042000	Eye make-up preparations	10
33043000	Manicure or pedicure preparations	10
33049100	Powders, whether or not compressed	10
33049900	Other (including preparations for the care of the skin, suntan preparations, etc.)	5,6.5
33051000	Shampoos	6.5
33052000	Preparations for permanent waving	10
33053000	Hair lacquers	10
33059000	Other	10

*Source: Customs Import and Export Tariff of the People's Republic of China 2013*

### Consumption tax

China introduced the cosmetic consumption tax in 1994. Since hair and skincare products were relatively expensive, the government decided to levy a 17 percent consumption tax on these products in order to balance consumption and increase its fiscal revenue. In 1999, the government lowered the cosmetic consumption tax rate to 8 percent, as improving living standards had made some of these products parts of everyday life for many families. However, the consumption tax on high-end and luxury cosmetics such as make-up and perfume products was increased from 8 percent to 30 percent in April 2006. The consumption tax for hair and skincare products remains at 8 percent.

### Trademarks

Generally speaking, China's trademark registration is fairly inexpensive and straightforward. To show its commitment to WTO pledges, local judges are encouraged to promote rule of law and act against infringements on behalf of the foreign litigants. But, remember that China's system is 'first to register' rather than 'first to market'. So, if you are seriously looking at this market, registering BEFORE you enter China can save a lot of time, money and frustration should you face infringement at a later stage. The worst case scenario is to have a competitor or other local firms register your brand name in the early stages of your market entry, forcing you to fight an uphill battle for your name. To learn more about protecting your trademark in China, please visit <http://beijing.usembassy-china.org.cn/iptrade.html>

### Administration of raw materials for cosmetics

China's authorities have periodically updated the list of ingredients that are prohibited or restricted for use in cosmetics placed on the market.

The regulation issued by the Ministry of Health modifies the Hygienic Standards for Cosmetics, which provide the specifications for cosmetics sold in China. The new regulation adds 790 substances to the list of chemicals prohibited from use in cosmetic products, bringing the total number of substances to 1,286.

According to a survey conducted among exhibitors at the Cosmoprof show in Shanghai in January 2007, most of the foreign companies welcomed the new regulation. Some experts believe that in practice foreign cosmetics makers should not be affected by the new standard, as the newly regulated substances are already covered by the European directive on cosmetic products. Therefore, it should mainly affect local producers whose production standards are below those laid out by the new regulation.

### **Trade Events**

**Cosmoprof Asia:** November 13 – 15, 2013  
Hong Kong Convention and Exhibition Center  
Website: [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

**Shanghai Beauty Expo:** May 20 - 22, 2013  
Shanghai New International Expo Center  
Website: [www.cbebaiwen.com](http://www.cbebaiwen.com)

**Resources & Key Contacts**

China Association of Fragrance Flavor and Cosmetic Industry  
Website: [www.caffci.org](http://www.caffci.org)

**State Food and Drug Administration (SFDA)**

Website: [www.sfda.gov.cn](http://www.sfda.gov.cn)

**For More Information**

The U.S. Commercial Service in China can be contacted via email at:  
[yan.shen@trade.gov](mailto:yan.shen@trade.gov) (Beijing); [janet.li@trade.gov](mailto:janet.li@trade.gov) (Shanghai); [Angela.han@trade.gov](mailto:Angela.han@trade.gov)  
(Guangzhou); Phone: 8610-8531-3557; 8621-6279-7630; 8620-3814-5543 or visit their  
website: [www.export.gov/china/en/](http://www.export.gov/china/en/)

## HONG KONG

### Summary

Hong Kong's cosmetics, toiletries and skincare market is dominated by imports, as it has a very small manufacturing sector of its own. France was Hong Kong's largest supplier of the US\$1.7 billion market in 2012. China, the U.S., and Japan were the other major suppliers. Hong Kong imported US\$425 million worth of cosmetics, toiletries, and skincare products from the U.S. in 2012. Imports will likely grow between 13 and 15% in 2013 and 2014, given continued robust spending from mainland Chinese visitors on cosmetic products.

Hong Kong is an important launch pad for marketing cosmetics and skincare products into the mainland Chinese market; it acts as a showcase for the Chinese tourists (35 million in 2012) that annually visit Hong Kong to shop. There are tremendous opportunities for U.S. suppliers to export to Hong Kong, as local retailers and distributors are eager to increase the variety of products that they can offer to the mainland Chinese tourists, and also eager to cater to the needs of the local population, which is increasingly looking for skincare with the latest anti-aging and skin "whitening" technology.

There are no import duties on cosmetics, toiletry and skincare products in Hong Kong and registration is not required for cosmetic products. The top ten brands accounts for about 70% of the market. Skincare products generate the lion's share of Hong Kong beauty business, followed by make-up and nail products, then perfumes and fragrances. To remain competitive in the local market, it is important to work closely with a Hong Kong distributor to promote the brand, and adapt the products and packaging to suit local tastes. U.S. cosmetic and toiletry products are well received in Hong Kong and enjoy a reputation of high quality, high product safety and hygiene standards, and competitive prices.

### Market Demand

In 2012, the size of the cosmetics and toiletries market in Hong Kong was estimated at US\$1.7 billion. The close to 49 million tourists that visited Hong Kong in 2012 (of which 35 million were from mainland China) augmented demand from the local market of 7 million people. According a Nielsen survey in October 2012, shopping was the main reason for 90% of the mainland Chinese tourists who visited Hong Kong. Another Nielsen survey on mainland Chinese tourists' purchases revealed that cosmetic and skincare products were among the top shopping purchases, followed by electronics/photographic products, clothing, and jewelry/watches. The owner of an international Italian fashion and cosmetics brand commented at their Hong Kong flagship store opening, its first in Asia, that Hong Kong "...increasingly represents a launch pad into the Chinese market; it creates the trends and acts as a showcase for this market." While China has reduced import duties on cosmetics and skincare products, thereby

reducing the retail price difference between Hong Kong and China, mainland Chinese tourists are still attracted to buying these products in Hong Kong rather than in China. According to industry sources, the perceived authenticity and reliability of the products in Hong Kong stores outweighs the price consideration. Apart from import tariffs that the mainland imposes on cosmetics, there are also VAT and product registration costs which do not exist in Hong Kong. U.S. cosmetic products enjoy an excellent reputation among Chinese consumers.

Sulwhasoo, a premium South Korean skincare brand chose Hong Kong as the first overseas market over the U.S, Japan, and France. Sulwhasoo cited Hong Kong consumers' high receptivity to new products and the open regulatory environment as reasons for choosing Hong Kong. As such, a proliferation of international cosmetics and skincare products' brands have established distribution and retail outlets in Hong Kong and have used Hong Kong as their first market to launch in Asia. This comprehensive listing of international brands, coupled with zero tariffs on imported cosmetics, perfumes and toiletries, have made Hong Kong a major cosmetics shopping destination for the tourists in the region.

The mega and luxury casino resorts in neighboring Macau (an hour ferry ride from Hong Kong) that have opened in the past five years feature facilities such as medical spas and skincare treatment centers for the many casino and MICE visitors. Macau received 28 million visitors in 2012 (compared with 49 million for Hong Kong.) Demand for high quality skincare, aesthetic medical, and body treatment products and spa management services will increase in Macau. Many Hong Kong companies and cosmetic product retailers also distribute their products to Macau or operate retail stores there.

Hong Kong is also an important entrepôt for re-exporting to China. Many U.S. companies sell their cosmetics and skincare products to China through Hong Kong distributors, as the latter are familiar with the complex product registration procedures and logistics of importing into China. Importers in China must apply to the Ministry of Health for a cosmetics import license and the regulations governing the issue of this license are very strict, particularly on the use of raw materials derived from cows. Many Hong Kong distributors have also opened skincare, hair salons and spas in China and are therefore familiar with selling skincare and cosmetic products to these institutions.

### Market Data

US\$ million

	2012	2013 E	Growth (2013) E	2014E	Growth (2014) E
Imports	3,134	3,541	13%	4,072	15%
Local production	81	87	7%	95	9%
Exports	1,487	1,604	8%	2,018	26%
Total Market	1,728	1,918	11%	2,149	12%
Imports from U.S.	425	510	20%	637	25%
Exchange Rates	7.8	7.8		7.8	

Sources: Hong Kong Trade Statistics and Industry Sources

E: estimate

### Domestic Production

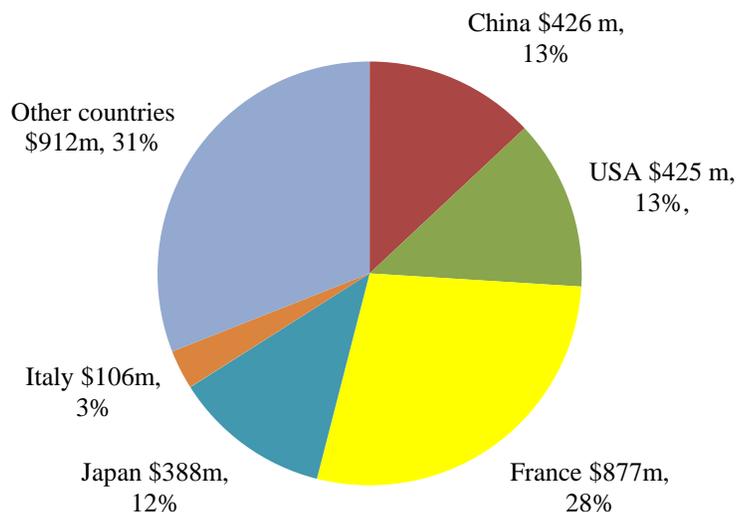
There are about 50 manufacturers of cosmetics and toiletries in Hong Kong, producing mostly lower-priced to mid priced products under their own labels for export to Southeast Asia, the U.S. and China and OEM /private label production for skincare salons, spas, dermatologists and medical practitioners. Voles International Ltd. and Hin Sang Hong Co. Ltd. are the leading local manufacturers.

China and Hong Kong signed the Closer Economic Partnership Agreement (CEPA) on June 29, 2003 allowing several categories of goods, including cosmetics and toiletries, to be imported into China through Hong Kong free of any tariffs (subject to Hong Kong origin requirements.) Under CEPA's rules of origin for cosmetics and toiletries, mixing, blending and heating are processes that must be performed in Hong Kong to qualify as a Hong Kong-origin product. Domestic production of cosmetics, toiletries, and skincare products is expected to increase as more local manufacturers take advantage of CEPA to produce for export to mainland China and for private labels. To qualify for the duty-free access to China, U.S. manufacturers must transfer some blending and mixing processes to Hong Kong.

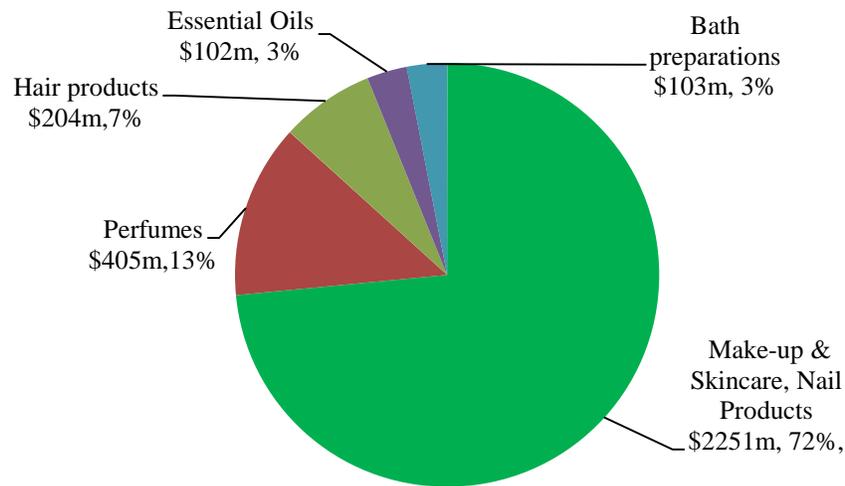
### Imports

Hong Kong's imports of cosmetics and toiletries increased 16% in 2012 comprising skincare products, make-up, perfumes, hair and bath products. The four largest suppliers were France, China, USA and Japan. There is little demand for "Chinese" brands; the majority of imports from China were branded products of foreign companies like Procter & Gamble, Wella, L'oreal, Unilever, Kanebo, Kao, and Colgate-Palmolive that have manufacturing plants in China.

Many foreign manufacturers of cosmetic products have established factories in China to avoid the high import tariffs and other restrictions on domestic retailing and wholesaling. With these foreign manufacturers supplying Hong Kong from factories in China, Hong Kong's imports from China will continue to increase.



### Hong Kong's Imports of Cosmetic, Toiletry and Skincare Products by type of products, percentage share, 2012



#### Best Prospects

- Complete line of facial whitening products especially those containing Vitamin C
- Facial skin anti-aging creams and lotions
- “Dermo-skincare products” for retail distribution
- Hair coloring products
- Fake eyelashes & semi-permanent eyelash extensions
- Nail colors, nail-care products, artificial nails, nail gels and nail-art
- Body treatments, slimming treatments, massage and bath products for use in spas and professional skincare salons
- Sun protection products
- Skincare, cosmetic and toiletry products made of organically-grown and naturally derived ingredients, also hypo-allergenic, with low concentrations of fragrance and preservatives
- Skincare products for men
- Products for treating acne
- Colour cosmetics & eye liners
- Bio-oil

#### Key Suppliers

##### U.S. Market Position

Imported U.S. cosmetics and toiletries reached US\$425 million in 2012, accounting for 13% of Hong Kong's cosmetics and toiletries imports, Hong Kong's third largest supplier after France and China. The major items from the U.S. in 2012 consisted of make-

up/beauty preparations for the skin (US\$311 million), perfumes and toilet waters (US\$47 million), and hair products (US\$22 million.)

Cosmetics and toiletries imports from the U.S. increased 10% in 2012. There is continued strong demand for U.S. skincare products, color cosmetics and nail products in Hong Kong – these imports grew 15% in 2012. Imports of shaving products increased 23% in 2012 to US\$3 million. U.S. cosmetics and toiletries generally enjoy a reputation for innovative products, competitive prices and stringent quality control on product safety. Procter & Gamble Hong Kong is one of the market leaders in the cosmetics, toiletries and skincare products sector. Its skincare brands, SKII and Olay, are advertised widely in the local media and enjoy brisk sales. Both SKII and Olay have a comprehensive range of whitening skincare products, which are popular in Hong Kong. Other leading U.S. skincare brands in Hong Kong are Estee Lauder, Neutrogena, Clinique, Kiehl's, Nu Skin, H2O+, Artistry (Amway's), Usana, Elizabeth Arden, La Mer, and Mentholatum. In the nail color sector, the U.S. brand OPI dominates in the nail salons.

Local importers frequently cite the need for foreign suppliers to adapt the packaging and size to local tastes. American suppliers should also try to package higher-end potent skincare products in glass jars or bottles to enhance their product image. Young consumers, in particular, prefer small-sized cosmetic and toiletry items that are convenient to carry. A local personal care chain store prefers to stock Japanese products on their shelves as they are attractively packaged, especially important given limited shelf space in most Hong Kong stores. This chain store also commented that the Japanese suppliers were willing to adapt packaging to suit the display configurations of their stores.

The strength of U.S. cosmetics and toiletries is in skincare and hair care products for professional use and mass-market hair products. Extensive brand-building activities and competitive pricing of U.S. mass-market hair product suppliers like Procter & Gamble, Johnson & Johnson, and Colgate-Palmolive contribute to the success of the U.S. as the market leader in this sector. Manufacturing of these products, however, is mostly in China or other Asian countries. For professional skincare products, Hong Kong consumers prefer U.S. products for their technological advances in product formulations and manufacturing. Consumers also trust the high safety standards that the USFDA imposes on manufacturers.

Currently, the HK\$ is pegged at 7.8 to the US\$ and has fluctuated little since the inception of the linked rate policy in 1983. It is therefore advantageous for Hong Kong importers and distributors to buy products from the U.S., as the U.S. dollar currency fluctuations will not affect the exchange value of the Hong Kong dollar and U.S. dollar.

### **Competitors**

France supplied US\$877 million or 28% of Hong Kong's cosmetics and toiletries imports in 2012, including US\$642 million of make-up and skincare products and US\$224

million of perfumes and toilet waters. Imports of higher-end French brands of make-up and skincare products and perfumes will continue to remain strong with demand from mainland Chinese tourists and local consumers as the main driving forces for future growth. French perfumes, cosmetics and skincare products enjoy a long tradition of quality and will also remain popular with Hong Kong consumers. Popular French brands in Hong Kong include L'Occitane, Lancome, Clarins, Biotherm, Chanel, L'Oréal, Christian Dior, Guerlain, Givenchy, Vichy, YSL, Avene, Darphin, Decleor, and Rene Guinot.

Japan was Hong Kong's fourth largest supplier of imported cosmetics and toiletries in 2012, with US\$388 million or 12% of Hong Kong's total imports of cosmetic and toiletries. About 87% or US\$338 million of Japan's exports of cosmetic and toiletries to Hong Kong were make-up and skincare products. Local consumers cite suitability of Japanese skincare products and color cosmetics to Asian skin type and skin color as the reason they prefer Japanese products to American and European products. In addition, Hong Kong consumers prefer Japanese packaging and consider Japanese products to be fun, modern and stylish. Local importers commented that Japanese manufacturers were willing to adapt their packaging to local tastes and to the tight space configurations of the local retail chain stores. Hong Kong's imports of Japanese cosmetics and toiletries will continue to remain strong especially with the recent depreciation of the Japanese yen to the Hong Kong dollar. Popular Japanese brands in Hong Kong include Shiseido, Kose, Fancl, IPSA, Sofina, Kanebo, Menard, and Biore.

### **Prospective Buyers**

Hong Kong's per capita GDP was around US\$36,557 in 2012. Hong Kong consumers between 30-49, comprising Hong Kong's largest age group (33% or 2.3 million) and having the highest disposable income, are the biggest buyers of imported cosmetics and toiletries.

The increasing number of men in Hong Kong using cosmetics and skincare products prompted Shiseido Hong Kong to start a Shiseido Men's Club in 2005 and Shiseido has since then been conducting grooming seminars for men. The trainer at the Hong Kong branch of the Chantecaille cosmetics firm that markets unisex makeup describes the market potential for men's makeup as huge and one that is "...growing rapidly."

Another large group of prospective buyers is Hong Kong's 49 million visitors. One cosmetic-specialty retailer reported about US\$1 million worth of sales, the highest in one day, in one of its outlets that is frequented by mainland Chinese visitors.

In the B2B market for skincare products, there are about 70 dermatologists, 50 plastic surgeons, 60 private medical practitioners, and about 70 medi-spas (spas with medical practitioners) that offer aesthetic medical treatments such as chemical peels, botox injections, fillers, IPLs, and other skin laser treatments. These institutions also prescribe and retail skincare products. According to the Hong Kong Census and Statistics

Department, there are more than 5,000 registered beauty-related establishments employing more than 40,000 practitioners including beauticians, nail artists, make-up artists and beauty products' sales persons.

### **Make-up and color cosmetics, skincare products, manicure and pedicure products**

An increasing number of Hong Kong girls are using make-up at a younger age. Lip colors and nail colors are more popular than eye colors. Permanent eye make-up such as eyebrow and eyeliner tattooing is common among the older women. False eyelashes and semi-permanent eyelash extensions are extremely popular. In make-up products, Hong Kong consumers favor the pastel colors and the pale tones of Japanese facial foundation products that are formulated for Asian skin tones.

In the market for skincare products, American, Japanese, French and Swiss products are most popular. France overtook Japan to be Hong Kong's largest supplier (US\$877million) of imported skincare products, color cosmetics, and nail products, followed by Japan (US\$338million,) the U.S. (US\$311 million,) and China (\$230 million.) A Hong Kong University study on public opinion found that Hong Kong women spent an average of US\$114 per year on facial skincare and the amount far outweighs their spending on care for different parts of the body.

In the skincare segment, SKII's whitening range is among the market leaders. Fancil, with its emphasis on whitening and preservative-free ingredients, has also enjoyed wide acceptance. Manufacturers of mass-market skincare, like Beiersdorf AG (Nivea White), L'oreal, Olay and Neutrogena, compete well with the premium brands on price and quality. The French brand Vichy is also a bestseller in Hong Kong's retail chain stores.

To compete in the skincare products market in Hong Kong, the manufacturer **must have** a whitening product or line (as opposed to "lightening" or "brightening") and an anti-aging line. An Asian Market Intelligence report indicated that one-third of women in Hong Kong use face whitening products. Kiehl's, a New York-based company, introduced a whitening skincare line in Asia; it was launched in Hong Kong before the U.S.

Hong Kong consumers, according to a brand manager of a leading French skincare product company, are more demanding than their western counterparts in care and treatment of facial skin – they expect products to deliver smoothness, luminosity, and a fair, flawless complexion visibly in a week. As such, distributors often translate anti-aging products into Chinese names that suggests almost-immediate results, such as the 'miracle water'.

Skincare products for men are growing in popularity, with an increasing number of men-only skincare salons opening. President and managing director of L'Oreal Hong Kong said, "we see emerging segments that probably didn't exist a few years ago," citing men's and sun care markets, plus the dermo-cosmetics segment, among others as trends that will drive the market in the next few years.

In the dermo-skincare products for professional channels segment, the U.S. is the market leader and brands such as Skinceuticals, Skinmedica and Obagi are well known. There is, however, competition from the OEM and private label products of the medical practitioners and larger salons. In marketing products to the medical practitioners and salons, it is important to include quotes of the key opinion leaders (KOLs), before and after treatment photographs, and results of clinical trials; all of which must be translated into Chinese. Owing to increasing demand for dermo-skincare, several of Hong Kong's leading skincare and personal care retail chains are planning to launch their own line. There are therefore immense opportunities for U.S. private label and contract manufacturers of dermo-skincare products to supply these retailers, who often operate retail stores not just in Hong Kong but throughout the region.

The suncare and sun tan market in Hong Kong is worth about US\$400,000 with a short season for sun tan products of 4-5 months. The major brands are Hawaiian Tropic, Banana Boat, Ocean Potion, Coppertone, Neutrogena and Mentholatum's "SunPlay" (available only in the Asia Pacific region and Japan). The best seller is Mentholatum's sun block of SPF130+.

### **Personal and skincare products using organically-grown and naturally-derived ingredients**

The market for these products is still relatively small with a customer base of less than 20,000. To sell these products in Hong Kong, local distributors sometimes retail them in smaller bottles than non-organic products for the prices to remain competitive.

### **Hair products**

Hair coloring is common and widely accepted. The influx of younger, male and female consumers of hair colorants has fueled the growth of hair products in Hong Kong. Hair salons use Goldwell, L'oreal, Wella, and Schwarzkop. Other major suppliers of professional hair-care products are Paul Mitchell, Sebastian, Tigi, Matrix, Nioxin, and Redken.

### **Bath preparations and soaps**

Hong Kong consumers have shifted away from traditional products such as bar soaps and bath salts to liquid soaps and bath additives. As many Hong Kong households do not have bathtubs, sales of bath salts and soaks are primarily geared toward the spa market.

### **Perfumes and fragrances**

Brand name is the most important factor affecting Hong Kong consumer purchasing decisions for perfumes. Brands associated with clothing designers such as Calvin Klein, Kenzo, Issey Miyake, Marc Jacob, Donna Karan, and Giorgio Armani, tend to sell better than mass-market fragrance products. Local consumers prefer lighter and floral fragrances and perfumes. There is very little demand for body sprays.

## **Market Entry**

As a channel for retailing cosmetics, department stores in Hong Kong tend to operate more like landlords than retailers. Most do not purchase their own stock but lease their floor space to local distributors of branded cosmetics to operate as concessionaires. They charge between 25 and 35% of the lessees' sales turnover as rent. Having a facial treatment room behind the concessionaire counter has proven to be effective in marketing products in the competitive environment of department store cosmetic floors.

Apart from the department stores, Watson's and Mannings are the two largest personal care chain stores. These two chains also retail cosmetics and skincare, expecting a minimum 35% profit margin. Suppliers to these chain stores must provide 3-6 months credit along with listing and promotional fees for introducing new products into their stores. The minimum listing fee is about USD 6,500 per SKU. In addition, Watson's has a global buying team and a regional buying team based in Hong Kong handling purchasing for 17 markets and 10 markets, respectively. A U.S. company may be contracted to supply more than one market from the headquarters in Hong Kong.

Other retail outlets for cosmetics and toiletries are the 1,500 independent dispensaries, supermarket chain stores (Park 'N Shop, Wellcome and Vanguard) and cosmetics specialty stores (Sa Sa, Bonjour, and Colourmix). Sa Sa and Bonjour tend to retail brand cosmetics from parallel import sources or grey market dealers (imported from unauthorized distributors in a third-country) and products from Japan, Taiwan, Korea, U.S. and the EU. The largest of these outlets is Sa Sa (with about 35% local market share and 249 stores,) in Hong Kong, Macau, Singapore, Malaysia, Taiwan, and China. Sa Sa is now the largest cosmetic retail chain in Asia, retailing more than 600 brands including a range of products made of naturally-derived ingredients. Sa Sa imports about 100 brands directly from overseas manufacturers and the rest are from local distributors and suppliers. Sa Sa and Bonjour are extremely popular with mainland Chinese tourists, who account for more than 40% of their sales.

Joyce Boutiques, a high-end specialty apparel store, also retails about 40 small and niche premium skincare, hair care, body care, and cosmeceutical brands (such as Eve Lom, NV Perricone, 3Lab) under the Joyce Beauty brand. 60% of Joyce Beauty brands are sold exclusively at their stores. As a sign of the growing potential of the cosmeceutical market, Harvey Nichols, which opened in September 2005, devoted part of its department store space to a well-being section called "Beyond Beauty" featuring "the best edited selection of beauty brands – global and niche, cult and everyday products," along with treatment rooms. Beyond Beauty offers skincare, hair care, spa products, fragrances and products for men, with brands such as Ultraceuticals (Australia,) Dr. Brandt, June Jacobs Spa (US,) Intelligent Nutrients (US,) The Organic Pharmacy, Noesa (Germany,) Strivectin-SD (US,) DDF, Jeneuve (Switzerland,) Cowshed, Zirh, and Maxwell's Apothecary (for men).

B2C internet sales of cosmetics and skincare is gaining popularity in Hong Kong. Many local consumers not only use the internet for market research on new products, blogging and comparing prices, but also for purchasing products not yet available in Hong Kong

and products whose online prices are cheaper than retail prices in Hong Kong. Local distributors are concerned that these parallel imports are hurting their sales and often demand that the American principals shut down the websites retailing parallel products that they distribute. American suppliers must take into consideration the online prices of parallel imports when fixing their export prices to the local distributor.

The best way to enter a market is through appointing a local agent or distributor. Many Hong Kong distributors have agreements with their overseas principals to include Macau and mainland China. The U.S. manufacturer must, however, provide launch support to the appointed agent or distributor in the form of product samples and sachets for distribution to consumers, salons, doctors, etc. For retail channels, they must be willing to invest jointly with the appointed distributor in advertisements and other brand-building activities. The Hong Kong consumer, according to a local distributor of personal care products is very advertisement-driven in their purchases. If there are no advertisements for the brand, it will be perceived by the Hong Kong consumer as unknown and therefore not a good product. Advertising on local television, on buses, minibuses, trams or outdoor billboards and in the print media, and internet is essential to promote a brand.

Internet forums, blogs and websites have become the latest platform for promotions of skincare products and cosmetics. U.S. brands of cosmetics and skincare products are often discussed in the blogs, featured in the product reviews and some also advertise in this website. Other brand-building and promotional activities include make-up demonstrations by overseas make-up artists, makeovers at cosmetic counters, and product launch events featuring celebrity visits to the retail outlets.

As Hong Kong is one of the world's largest centers for Chinese language publications, it is essential for the appointed distributor to cultivate good relationships with the local media to ensure regular features on their products. Fashion/beauty/lifestyle magazines such as Marie Claire, Cosmopolitan, Elle, and Bazaar publish their Chinese editions in Hong Kong, some of which are distributed in mainland China, Southeast Asian countries, and in Taiwan. These write-ups are essential in building brand and product awareness in the Chinese-speaking markets of Asia. Editors of these publications expect product samples together with product literature and photographs when requesting publicity through their magazines.

Exhibiting at local trade fairs is another important way to enter the market. Exhibitors often locate agents and distributors at trade fairs. Cosmoprof Asia (held annually in Hong Kong in November) is an international trade show featuring cosmetics, toiletries, perfumes, hair products, products for professional salon and spa use, along with raw materials for making and packaging cosmetics and toiletries. It is popular with U.S. manufacturers because buyers from around the world, local importers/distributors and beauty industry professionals visit this fair to find new partners, new products or new companies to represent. U.S. exhibitors have enjoyed tremendous success at this show, locating new customers or finding distributors not only in Asia but also from the rest of the world. The U.S. Department of Commerce has certified the show for the past few

years. Further information on Cosmoprof Asia is available at <http://www.cosmoprof-asia.com>.

The preferred method of quoting for product order enquiries is “CIF landed,” and in US Dollars. Local importers pay their overseas suppliers through letters of credit, telegraphic transfers, and bank drafts in the preferred foreign currency of the exporter. Payment by telegraphic transfer is the most popular.

The Hong Kong dollar (HK\$) is freely convertible and there are no regulations that hamper inward or outward remittance of capital or profits.

### **Market Issues & Obstacles**

There are no tariffs on imported cosmetics, toiletries and skincare products. Hong Kong accepts U.S. product labeling and there is no local mandatory labeling or registration requirements on cosmetic products. As long as the cosmetic product does not claim to cure a medical condition on its labels, promotional materials or usage instructions, registration is not required. Skincare products containing hydroquinone do, however, require registration, which normally takes nine months to a year to complete. Inquiries on whether a skincare product requires registration should be directed to the Department of Health, Pharmaceuticals Registration and Import/Export Control Section. The email address for enquiries is [pharmgeneral@dh.gov.hk](mailto:pharmgeneral@dh.gov.hk), telephone number: (852) 2319-8451 Fax. Number: (852) 2803-4962. Information on registration of products is available at <http://www.psdh.gov.hk/eps/webpage.jsp>.

### **Trade Events**

Cosmoprof Asia

November 13-15, 2013, Hong Kong Convention and Exhibition Center, Hong Kong

Contact: Sogecos s.p.a.

Via Filargo 38, 20143 Milan, Italy

Miss Alessandra Allegri, Marketing and Sales, North America

Email: [alessandra.allegri@cosmoprof.it](mailto:alessandra.allegri@cosmoprof.it)

Website: [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

### **Resources & Contacts**

The Cosmetics and Perfumery Association of Hong Kong Ltd.

Room 308 Winning Commercial Building

46-48 Hillwood Road

Tsimshatsui, Kowloon

Hong Kong

Tel: (852) 2366-8801 Fax: (852) 2312-0348 Email: [cosasso@netvigator.com](mailto:cosasso@netvigator.com)

[www.cosmetic.org.hk](http://www.cosmetic.org.hk)

Contact: Mr. Simon Kwok, President

(The association has about 3,000 members from local distributors, retailers, and the Hong Kong offices of international companies. Its main function is to upgrade the image and service standards of the local industry and to present a united industry voice)

**For More Information**

The U.S. Commercial Service in Hong Kong can be contacted via e-mail at: [sweekeng.cheong@trade.gov](mailto:sweekeng.cheong@trade.gov); Phone: 852-2521-5233; Fax: 852-2845-9800; or visit their website: [www.export.gov/hongkong](http://www.export.gov/hongkong).

## **INDIA**

### **Market Overview**

Cosmetics is one of the fastest growing retail segments in India, and the booming Indian cosmetics market offers promising opportunities for U.S. brands. The Indian cosmetic market, which was traditionally a stronghold of a few major players like Lakme and Ponds, has seen a lot of foreign entrants to the market within the last two decades.

India allows entry of imported cosmetics without any restrictions. India's import of cosmetics and beauty products and intermediate raw materials such as essential oils is currently around \$400 million. France, Germany, U.K. and the United States have been the traditional suppliers with imports gradually increasing from China, Hong Kong, Malaysia, Thailand, and Israel in recent years.

### **Market Demand**

Imported cosmetics have had a major impact on the Indian market. The emergence of a young urban elite population with increasing disposable income in cities, an increase in the number of working women, changing lifestyles, increased affordability of lifestyle-oriented and luxury products, mounting aspirations, penetration of satellite TV, increasing appetite for western goods, and greater product choice and availability are the main drivers of demand for imported cosmetics products. Indian consumers tend to look towards international brands as lifestyle enhancement products. Foreign products have enhanced growth of the Indian market by attracting aspirational consumers. Indians generally perceive foreign brands as being of superior quality.

The strong growth of organized retail in India is also creating a demand for more imported cosmetics products, even in second tier cities, where disposable incomes are larger and the demand has been subdued due to want of choices and options.

According to industry estimates the organized modern retail segment in India will grow by over three times during the next five years to reach \$80 billion from the current \$21.05 billion. According to a joint study conducted by KPMG and industry chamber, the Associated Chambers of Commerce and Industry of India (ASSOCHAM), approximately 315 hypermarkets are expected to come up in tier-I and tier-II cities across India by end 2011.

### **Market Data**

According to industry sources, the total size of the Indian retail beauty and cosmetics market is currently estimated at \$1.5 billion, with fragrance comprising the largest component. Color cosmetics account for 14%, fragrances - 21%, hair care - 19%, skin care - 17%, beauty services - 13%, herbal products - 9%, others - 7%. If the overall

beauty and wellness market is considered, which includes beauty services, the market is estimated to be around \$2.68 billion. The cosmetics market in India is growing at 15-20% annually, twice as fast as that of the United States and European market. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Premium global brands are gaining sales as Indian consumers gain exposure to the global media and move from functional items to advanced and specialized cosmetic products. Even with a good growth rate, however, penetration of cosmetic and toiletries is very low in India. Current per capita expenditure on cosmetics is approximately \$11.00 as compared to \$40.00 in other Asian countries.

### **Market Issues and Regulatory Regime**

Main areas of growth include: color cosmetics, fragrances (fragrance is the most popular purchase among imported products), specialized skin care and hair care products; professional salon items, and make-up cosmetic products. Some of the major cosmetics items imported by India are fragrances, non-transfer long-stay lipsticks, liquid lip color, eye make-up, specialized skincare products, particularly anti ageing/anti wrinkle, anti blemish and skin whitening (fairness) creams, professional hair-care and styling products, and preparations for shaving creams and skin care products for men. Sun care products such as sun blocks and sun protection products are also popular.

More and more shelves in shops and boutiques in India are stocked with cosmetics from around the world. Since the opening up of the Indian economy in the early nineties, many international brands like Avon, Burberrys, Calvin Klein, Cartier, Christian Dior, Estee Lauder, Elizabeth Arden, Lancome, Chambor, Coty, L'Oreal, Oriflame, Revlon, L'Oreal, Yardley, Wella, Schwarzkopf, Escada, Nina Ricci, Rochas, Yves St. Laurent, Tommy Hilfiger, Max factor, Max Mara, and Shiseido have entered the Indian market.

With the beauty service industry growing rapidly in India, the spa market in India is also attracting a lot of attention from international brands. The spa industry in India, though still small currently at around \$22 million, has grown rapidly over the last few years, not only in the number of spas, but also in the diversity of spas and products available. The spa and body treatment segment is estimated to be approximately \$772 million over the next five years. Local brands currently account for approximately 75 percent of the spa market in India and the balance share is with international spa firms who have mostly partnered with leading hotel brands. With the growth of day spas in most major cities in India, spas are increasingly becoming a part of the daily routine of not only affluent sections of society but also the middle class, and no longer considered a luxury reserved just for holidays. The concept of med-spas, though still very much in its infancy, is also increasingly gaining acceptance in major Indian cities. Industry sources expect the spa segment in India to grow at over 60 percent annually over the next decade.

The Indian beauty and cosmetics market is not just the domain of women any longer. Indian men too are increasingly taking to the use of more and more body sprays, perfumes and other cosmetics and toiletries. With rising demand from men, the Indian

market is getting enlarged and many players are coming out with cosmetic products, especially skin care products, for men. The market size of men's personal care segment is estimated at over \$200 million, with Gillette having the largest market share.

As mentioned earlier, India has a lot more organized dynamic retail channels like department stores, supermarkets, and shopping malls for cosmetic brands to showcase their products. Large format retailers, department stores and supermarkets are also restructuring to attract more cosmetics brands and allocating more floor space for cosmetic brands. Cosmetics brands also continue to innovate on selling methods. An increasing number of cosmetics companies are dealing with consumers directly through exclusive counters in department stores and malls featuring their own beauty consultants. Exclusive one-stop shops for only imported cosmetic brands are coming up in major metros. Some Indian companies have set up exclusive franchised beauty salons across the country to promote their products.

### **Market Entry**

Key factors to successfully entering the beauty and cosmetics market in India include careful research and analysis of existing sales channels and consumer preferences, which will allow U.S. companies to determine the pricing structure, the product mix and brand positioning; finding the right partners who have knowledge of the local market and procedural issues; good planning; maintain consistent follow-up and supply; aggressive due diligence to ensure that partners or distributors are credible and reliable; and perhaps more importantly, patience and commitment to the market. The U.S. Commercial Service (USCS) in India offers customized solutions to help your business enter and succeed in the Indian market. To identify potential agents or distributors in India, U.S. companies can take advantage of the [Gold Key Service](#) and the [International Partner Search](#) program offered by the U.S. Commercial Service through its seven offices in India. To conduct a background check on potential partners, U.S. companies can also take advantage of the Commercial Service's [International Company Profile](#) service.

Developing innovative pricing strategies is also very important, as India is a very price sensitive market. Indian consumers want the best but many are not always willing to pay for it. Understanding the attitudes, preferences and aspirations of the different segments of India's consuming class is very crucial to achieving success in the Indian market. For example, given the price-sensitivity of the Indian consumers, many cosmetic and toiletries companies launched their products in smaller pack sizes to make them more affordable. Hindustan Lever of the Unilever group and Revlon were the first to introduce small pack sizes.

Revlon was the first to introduce small-range of 8 ml nail polishes and lipsticks, and was soon followed in its strategy by many Indian companies as well. Small pack sizes have proved to be very popular in the Indian market as it offers a consumer lower purchase cost that they can afford and at the same time the opportunity to try new products.

As India is a large country, it may also require multiple marketing and sales efforts. For this purpose, it may be necessary to have more than one distributor or importer covering different regions of the country. This division also allows for better control over the master importers and distributors.

Understanding the Indian skin types and color is also important. To introduce U.S. beauty and cosmetics companies in the booming Indian retail market, the U.S. Commercial Service is organizing a [Beauty and Cosmetics Trade Mission to India](#) (New Delhi, Mumbai and Bangalore), scheduled for November 15-19, 2010. This objective of the trade mission is to provide an in-depth first-hand experience for U.S. companies to understand the Indian market, the regulations and to assist them in identifying prospective representatives, distributors, retailers and end-users in the vibrant Indian market. Trade mission participants will have customized meeting schedules to meet with potential partners, professional end-users, major retailers and key government and regulatory officials. For more information and to contact us with your interests, please visit: <http://www.buyusa.gov/india/en/cosmeticstm.html>

*Import tariffs:* Indian import tariffs on cosmetics have been significantly reduced over the last several years. The total customs duty for cosmetics and beauty products classified under HS Code 3303 to 3307 is currently 26.84 percent, down from 31.7 percent last year and over 56 percent in 2005-06. The components of this total duty includes a basic custom duty of 10 per cent [applied on the cost insurance freight (CIF) value of goods]; an additional duty of customs popularly called countervailing duty or CVD of 10.30 per cent; and a special CVD of four percent. The special CVD of 4 percent is intended to represent the incidence of sales tax, value added tax and similar levies applicable on domestic goods. The countervailing duty is equivalent to the local excise tax on similar articles manufactured within the country.

*Labeling requirements:* In January, 2001, the Indian government made it mandatory for all pre-packaged goods (intended for direct retail sale) imported into India to bear the following labeling declarations: i) name and address of the importer; ii) generic or common name of the commodity packed; iii) net quantity in terms of standard unit of weights and measures; iv) month and year of packing in which the commodity is manufactured or packed or imported; and v) maximum retail sales price (MRP) at which the commodity in packaged form may be sold to the end consumer. The MRP includes all taxes, freight transport charges, commission payable to dealers, and all charges towards advertising, delivery, packing, forwarding and the like. Compliance of the above-stated requirements has to be ensured before the import consignments are cleared by customs in India. The import of pre-packaged commodities such as raw materials, bulk imports, etc., that need to undergo further processing before they are sold to end consumers are not included under this labeling requirement.

**Specifically for cosmetics, a product shall carry on both the inner and outer labels:**

a). Name of the cosmetic. b). Name of the manufacturer and complete address of the premises of the manufacturer where the cosmetic has been manufactured (Note: If the

cosmetic is contained in a very small size container, where the address of the manufacturer cannot be given, the name of manufacturer and his principle place of manufacture along with zip code has to be indicated). c). The names of ingredients in the order of percentage of content.

**On the outer label:** a). A declaration of the net contents expressed in terms of weight for solids/ semi solids, fluid measure for liquids. (Note: In the case of package of perfume, toilet water or the like, the net content which does not exceed 60 ml or any package of solid or semi solid cosmetic where the net content doesn't exceed 30 gms, the statement of net content need not appear). b). The names of ingredients in the order of percentage of content.

**On the inner label:** a). Where a hazard exists, adequate directions for safe use, warning, caution or special direction required to be observed by the consumer, statement of the names and quantities of the ingredients that are hazardous or poisonous. b). The names of ingredients in the order of percentage of content.

Batch number preceded by the letter "B" (**Note:** Any cosmetics containing less than 10 gms in solid form or semi solid form and 25 ml or less in the case of liquid cosmetics are exempted). In the case of soaps instead of batch number, the month and year of manufacture of the soap shall be indicated on the label.

Manufacturing license number preceded by the letter "M." (**Note:** Where a package of a cosmetic has only one label such label shall contain all the information required to be shown on both the inner and outer labels).

***Import procedure and documents required:*** The import procedure for importing cosmetics into India consists of the following standard steps:

1. The U.S. exporter provides the proforma invoice stating the offer price, which is inclusive of the insurance and freight cost. On reaching an agreement on the mode of payment (which can be wire transfer of funds or a letter of credit), the Indian importer places the order for the product.
2. Exporter sends the consignment by sea or uses airfreight. At the port of entry in India, the Indian importer or its customs clearing agent is responsible to clear the goods after the payment of total import duties, which is currently 26.84 percent for cosmetics.
3. Before any cosmetics are imported, a declaration signed by or on behalf of the manufacturer or on behalf of the importer that the cosmetics comply with Chapter III of the Indian Drugs and Cosmetics Act and rules shall be supplied to the collector of customs at the port of entry. The contents of chapter III of this Act relate to general provisions on spurious cosmetics, misbranded cosmetics, prohibition of defective quality cosmetics and incorrectly labeled cosmetics, and banned cosmetics.

4. Besides the "bill on entry," which is to be submitted by the Indian importer in four copies, the following standard documents are required:

- Signed invoice (original + 2 copies) or statement showing the name and quantities of each article of cosmetic included in the consignment and the name and address of the manufacturer along with itemized market value of all the contents
- Packing list
- Contract Copy (Purchase order and payment terms)
- Bill of Lading if shipped by sea or Airway Bill if sent by air
- Insurance document
- Product catalogs
- If products are considered as hazardous products (for example flammable products such as oils, sprays and other liquid products), importer will have to furnish a special import license.

*Banned items:* India prohibits the manufacture and import of any cosmetic products containing hexachlorophene, lead, arsenic or mercury compounds. In India, the permitted synthetic organic colors and natural organic colors used in the cosmetics shall not contain more than:

- 2 parts per million of arsenic calculated as arsenic trioxide.
- 20 parts per million of lead calculated as lead.
- 100 parts per million of heavy metals other than lead calculated as the total of the respective metals

India allows import of cosmetics into the country only through specified ports of entry, which includes: Chennai, Kolkata, Mumbai, and Cochin sea ports; and Delhi, Mumbai, Chennai, Kolkata, and Ahmedabad airports.

The officer appointed by the Indian government at the port of entry is empowered to take samples for analysis if required.

### **Market Issues & Obstacles**

Import of cosmetics into India is currently not regulated and registration of cosmetics in India is not mandatory. Although India permits the importation of cosmetics and toiletries without any restrictions and has been reducing import tariffs every year, a concern for the cosmetic sector is the proposed amendment to the Indian Drugs and Cosmetics Act of 1940 to introduce a new compulsory registration system for imported cosmetics products. This requirement, if implemented, will represent for foreign companies important costs in terms of time and money, burdensome administrative requirements, and cause unnecessary delays to market their products. This proposal was primarily a result of dumping of beauty and personal care products worth over \$133.33 million annually from one or two countries, which were found to contain hazardous materials. Lack of regulations on imported cosmetics so far contributed to the proliferation of sub-standard and spurious cosmetics in the Indian market. The proposed

regulation is reportedly to check that and also to harmonize import requirements with those for domestic products. This compulsory registration requirement for imported cosmetics has not been implemented yet. The Indian government has only published a draft notification, but it is yet to become a law.

The term "cosmeceuticals" is not recognized in India. If a cosmeceutical product cannot be sold as an over-the-counter item and is classified as a pharmaceutical item and not cosmetics, the product would require approval from the office of the Drug Controller of India in the Ministry of Health. The import of such products will only be allowed if the generic product category is registered with the Drug Controller's Office, which administers the Indian Drugs and Cosmetics Act of 1940 (this Act governs the manufacture, sale, import, export and clinical research of drugs and cosmetics in India). Enquiries on product registration should be addressed to: Dr. Surinder Singh, Drugs Controller General of India, FDA Bhawan Kotla Road, New Delhi –110002; Phone: 91-11-2323 6965 (D); Fax: 91-11-2323 6973; Email: [dcg@nb.nic.in](mailto:dcg@nb.nic.in)

### **Trade Events**

India Cosmetics Webinar: Contact [Manjushree.Phookan@mail.doc.gov](mailto:Manjushree.Phookan@mail.doc.gov) for more details.

Health & Beauty Expo, July 29 – August 2, 2010, Bangalore

Beautyworld India 2010, October 4-6, 2010, Mumbai

Beauty & Cosmetics Trade Mission to India, November 15-19, 2001

### **Resources & Contacts**

[Drug Controller of India, Ministry of Health, Government of India](#)

[The Drug and Cosmetics Act, 1940](#)

[Reserve Bank of India](#)

[Ministry of Finance, Government of India](#)

### **For More Information**

The U.S. Commercial Service in Bangalore, India can be contacted via e-mail at:

[Manjushree.Phookan@trade.gov](mailto:Manjushree.Phookan@trade.gov) ; Phone: 91-80-2220 6404; Fax: 91-80-2220 6405; or

visit their website: [www.export.gov/india](http://www.export.gov/india)

## INDONESIA

### Summary

Indonesian imports of cosmetics reached an estimated of \$250 million in 2008, a 34 percent increase over the 2007 figure of \$187 million. U.S. products accounted for over \$10 million of all imported cosmetic products. The sales prospects remain good with steady growth projected over the next two years. While local products account for over 80 percent of the market share, imported cosmetics with international brands are widely available in the Indonesian market. Despite rapid growth in the industry and sharp competition among brands, Indonesia is still a good potential market for imported cosmetics. The market is expected to grow at an average of 10-15 percent annually.

There are no restrictions on importing cosmetic products to Indonesia. However, imported cosmetics must be registered at the National Agency of Drug and Food Control (Indonesian acronym BPOM). Registration of imported cosmetics can be done only by local agents or distributors. Import duties for cosmetic products are 10 percent. In addition, a value-added tax (VAT) of 10 percent is imposed on all imported cosmetic products. BPOM has taken tough measures on registration of imported cosmetics. The current registration process is slow, with indefinite time for results. This might impact the number of newly imported cosmetic products in the long run, as distributors may focus more on existing products in the Indonesian market.

### Market Demand

The demand for cosmetics and toiletries has increased substantially over the past years. Business sources forecast a positive outlook for the cosmetics market in coming years. For the time being, due to concerns about the economy, the high dollar exchange rate, and the upcoming appointment of the new cabinet in October, the market is predicted to remain stagnant. However, growth of 10-15 percent is projected for 2010 and 2011.

Overall demand of cosmetics and toiletries in Indonesia will continue to increase substantially, despite the extremely tight competition. Domestic manufacturers are successful in the middle and low-end market segment, and supply most of the local demand. There is good acceptance of imported cosmetics in Indonesia which represents - around 16 percent of the total market. Most popular cosmetics brands have entered the Indonesian market and are experiencing growing sales.

In the cosmetics sector, skin care products accounted for more than 32 percent of total imports. The U.S. was the third largest supplier in this category. Business sources predict that the market size and sales for skin care products will continue to increase due to the growing awareness of the value of skin-care treatment for both males and females. An increasing number of men, as well as working women, are more concerned about their skin care, driving the demand for men-oriented products, as well as anti-aging and

skin whitening products. The market for both local and imported anti-aging and whitening products still has potential to grow.

Men's cosmetics and toiletries are becoming popular and the potential is large. Men's personal grooming products have shown an increase in recent years, a sign that this segment of the Indonesia cosmetics market is growing. Most men's cosmetics are sold in department stores and through multi-level marketing companies.

The growth potential is also affected by increased demands from the service industry such as beauty parlors and spas. Spas and salons offering treatment programs have increased in number. More people seek professional help for facial and skin treatment, stimulating the growth in sales for skin care products. More new upscale beauty salons and skin care clinics were opened in shopping centers. The number of professional hair care salons selling specialty products has also increased.

In addition to generic spa and beauty treatments, spa businesses and related product lines have increased their offerings to consumers. Wedding spa or pre-wedding body and beauty treatment has become a trend in Indonesia, contributing to the growth of the skin care market. Presently, local products dominate the market for skin and body care. The Indonesian spa industry is widely recognized particularly in the hotel and resort areas. There are increasing opportunities for spa aromatherapy supplies, since local producers lack the research capabilities to develop quality products.

## **Market Data**

Industry sources estimate that the total market for cosmetic products in Indonesia increased by 25 percent from \$1.2 billion in 2007 to \$1.5 billion in 2008. The cosmetics import market grew by 34 percent from 2007 to 2008. Estimated total imports of cosmetics were valued at \$187 million in 2007, and increased to over \$250 million in 2008. This increase was also driven by a change in the import tariffs from 0-5 percent resulting from AFTA (ASEAN Free Trade Agreement). This change has encouraged multinational companies, like Procter & Gamble and Johnson & Johnson, to restructure and relocate to find more economical ways to achieve efficient sourcing and supply systems. With an average growth between 10-15 percent, the industry is expanding in line with the strengthening economy.

Due to the effect of the economical downturn and increases in food prices, business sources predict consumers will cut back on secondary expenses. There will be a decline in the purchasing power of the middle and lower income segments of the population and this group will shift their consumption to lower-priced products. The high income segment will not be affected by the change in the economy, and will continue to drive the demand up for imported cosmetic products.

**Best Sales Prospects:**

1. Skin Care: anti-aging and whitening products; products that protect, nourish and rejuvenate aging skin
  2. Hair care: hair treatment products to maintain healthy hair and to prevent hairloss
- Massage: skin treatment products used in spas

**Best Sales Prospects:**

1. Skin Care Products: Anti-aging and whitening products; products that protect, nourish and rejuvenate aging skin
2. Hair care products: hair treatment products to maintain healthy hair and to prevent hairloss
3. Massage Products used in spas for skin treatment

**Key Suppliers**

Indonesia has more than 350 manufacturers producing numerous cosmetic products. These producers are mostly cottage industry level producing affordable cosmetics, soaps, lotions and skin care products. In contrast, the largest producers are major skin care companies operating licensed manufacturing facilities in Indonesia including Revlon (produced by PT Rudy Soetadi & Co. Ltd.), Ponds, Vaseline and Dove (produced by PT Unilever), and L'Oreal (produced by PT Yasulor). Among the leading national cosmetic companies are PT Martina Berto, PT Mustika Ratu, PT Vitapharm, and PT Ristra Indolab. They produce traditional herbal and non-traditional skin care treatments.

Third country exporters of cosmetic products competing with the U.S. include China (6.3%), U.K. (4.0%), France (3.4%), Germany (2.5%), Italy (2.3%) and Japan (1.9%). Some of the product brands found in the market are Guerlain, L'Occitane, La Prairie, ROC, Clarins, L'oreal, Yves Saint Laurent, Givenchy, Nivea, Oriflame, Seba Med, Shiseido, Kanebo, SKII, and Kose. In the lower market segment, Chinese and Korean products pose strong competition, especially with domestic producers. Chinese products are perceived as affordable, with high quality traditional ingredients. Thailand was the largest exporter of skin care products and shampoos to Indonesia, accounting for over 51% of the total imports in 2008.

U.S. imports accounted for 4.2 percent of the total imports. This official number likely understates the percentage of U.S. imports because many U.S. products were shipped through Singapore. U.S. products are also manufactured in other ASEAN countries and exported to Indonesia. Consumers' acceptance of U.S. products is fairly high and they are well positioned in the Indonesian market. U.S. products include: Procter & Gamble, Clinique, Obagi, Estee Lauder, MAC, Elizabeth Arden, Revlon, Neutrogena, Cover girl, Olay, and H2O. Some of the products used in beauty parlors are Murad, Sothys, Dr. Cos, ROC, DuraSkin, and Miracle White.

## Prospective Buyers

Given its population of 220 million, Indonesia is a potential market for cosmetic products. Of this population, 12-15 percent are estimated to be in the middle-high income range. These are people who can afford to buy imported products. These high-end consumers are concentrated primarily in urban areas. For this group, quality, trends and brand names play an important role in their personal choices.

Distributors notice that products with labels printed “Made in USA” appeal more to consumers. Middle-aged consumers exhibit strong preferences and they tend to become loyal to one brand. Reputation and name recognition continue to drive their cosmetic purchases. Young consumers are more inclined to shop around, use different products, and select from different brands. High-end consumers are willing to pay a higher price for well-known branded products, which convey higher social status. The middle and lower level income groups are very price conscious and susceptible to economic swings.

Indonesians nowadays are increasingly image and fashion conscious. Daily make-up has become a basic need among working women. While women continue to be the dominant consumers of cosmetic products, sales to the male market segment are steadily increasing. The younger generation has also become regular users of cosmetics and skin care products.

Consumer spending increases during holiday seasons, such as Lebaran or Idul Fitri (Muslim celebration), Chinese New Year and Christmas. Stores take advantage of these times of the year as demand increases during these festive seasons.

## Market Entry

In Indonesia, cosmetics are sold through specialty stores, drug stores, department stores, supermarkets, multi-level marketing (MLM), skin care clinics, and beauty salons. Amway, Nu Skin, Tahitian Noni, Sunrider, Forever Living, Herbalife and Oriflame are among the MLM companies. U.S. exporters wanting to sell their cosmetics products in this market should appoint a local distributor that will conduct the registration process, and introduce the products to the market.

Indonesian consumers are attracted to branded products. They also tend to be image conscious. Brand loyalty is most likely gained by quality with good packaging, distribution, promotion, and pricing rather than cheap products.

Indonesian women are market followers. They try to follow the fashion trends that are popular in other Asian countries, such as, Singapore and Hong Kong. According to industry sources, products that are popular in Singapore would have good prospects in Indonesia.

Since the cosmetics market in Indonesia is highly competitive, creation of a strong brand through promotion is recommended for substantial entry into the market. Successful products tend to contain unique formulas or ingredients not available in Indonesia. In addition, a strong marketing campaign and advertising play a major role in promoting awareness of products and brands and in expanding market reach. Business sources indicate that cosmetics companies use print media as their primary advertising channels to promote imported cosmetics.

U.S. manufacturers seeking to enter the Indonesian market should consider the following points:

- Work closely with the local agent or distributor giving full support to product launch and marketing.
- Support the local agent or distributor with the necessary papers required for registration at the National Agency of Drug and Food Control (Indonesian acronym BPOM).
- Be responsive and flexible in complying with consumer needs/demands.

### **Market Issues & Obstacles**

The National Agency of Drug and Food Control (Indonesian acronym BPOM), regulates and controls the registration, distribution and quality of cosmetics. Imports of cosmetics must comply with Indonesian law. Sales of cosmetics products are regulated through the Directives to Register Cosmetics stated in the “Stipulation on Registration Implementation” and through the Decision of BPOM No. HK 00.05.4.1745, dated May 5, 2003.

Registration of imported cosmetics can be done only by local distributors that have authorization from overseas manufacturers.

There are no formal import barriers on cosmetics. The import duty for cosmetics is 10 percent plus 10 percent VAT. Rates are 0-5 percent for products originating in ASEAN FTA members.

Manufacturers or importers must register all cosmetics whether locally produced or imported with BPOM. Likewise, the manufacturer or importer must fulfill the criteria for registered cosmetics regarding the safety, quality, packaging, and labeling of the products. Labeling must contain honest and complete information that is not misleading and must not contain unwarranted claims. Products should be of good quality, use proper manufacturing methods, and use only safe materials outlined by the BPOM. To register, cosmetic importers must submit an application form to the BPOM which includes the following technical data specified in forms A through D:

Form A: - The formula (qualitative and quantitative), functions and references of each ingredient used;

- Manufacturing procedures

Form B: - Raw material specifications;

- Container and lid specifications

Form C: - Specifications and finish product inspection procedures;

- Certificate of Analysis of the finished goods
- Stability test of the finished goods

Form D: - Information on the benefit, usage, and warning (if any), as stated on the label

- Sample of production code and its explanation
- Marking on label, and/or brochure, or others attached to the cosmetics
- Samples of products (2 items)

The foreign company must also provide the following documents:

- **Letter of Authorization:** from the manufacturer authorizing the agent or distributor to register product(s) and to distribute product(s) in Indonesia. This letter must be endorsed by the Indonesian Embassy.
- **Certificate of Free Sale:** stating that the products are produced and marketed in the United States in general conformity with U.S. requirements. The certificate must be legalized by the Indonesia Embassy.
- **GMP certificate:** issued by the manufacturer, and must be endorsed by the Indonesian Embassy.

On June 11, 2009, the National Agency of Drug and Food Control (Indonesian acronym BPOM) recalled 70 items of counterfeit, fake and unregistered imported and locally produced cosmetics. This action came after BPOM conducted tests and found that the cosmetics contained dangerous chemical ingredients. BPOM continues to conduct regular samplings and post-market monitoring on all cosmetics in the market, including high-end and popular cosmetics. The organization has collaborated with customs to prevent illegal and harmful cosmetics from entering the country.

In addition, BPOM has taken tough measures on registration of newly imported cosmetics. Although the cosmetics law of 2003 is still in effect, registration is now more complicated, requiring additional documents and prolonging processing time. This registration process frustrates the distributors and may affect new cosmetics imports as distributors concentrate on existing products and withhold new products.

## Trade Events

Name: Cosmobeaute Indonesia

Date: October 22-24, 2009

Location: Jakarta, Indonesia  
Contact: PT Prakarsa Sinergi Utama  
Email: [info@ptprakarsa.com](mailto:info@ptprakarsa.com)  
Website: [www.cosmobeauteindonesia.com](http://www.cosmobeauteindonesia.com)

### **Resources & Key Contacts**

Further information on BPOM registration procedures can be obtained from:

Dr. Niniek Soedijani  
Director of Traditional Medicines, Food Supplement and Cosmetic  
Badan Pengawasan Obat dan Makanan – BPOM  
National Agency of Drug and Food Control  
Jalan Percetakan Negara No. 23  
Jakarta 10560, Indonesia  
Tel. (62-21) 424-4819  
Fax. (62-21) 424-5203

Association:

Ir. Tonny Pranatadjaja, General Chairman  
Indonesian Cosmetics Association  
Wisma Tugu II, 8<sup>th</sup> Floor  
Jl. HR Rasuna Said Kav. C 7-9  
Jakarta 12940, Indonesia  
Tel. (62-21) 520-9002  
Fax. (62-21) 520-8623  
Email: [tpranatadjaja@protocol-one.com](mailto:tpranatadjaja@protocol-one.com)

### **For More Information**

The U.S. Commercial Service in Jakarta, Indonesia can be contacted via e-mail at: [Sharon.Chandra@trade.gov](mailto:Sharon.Chandra@trade.gov); Phone: (62-21) 526-2850; Fax: (62-21) 526-2855; or visit their website: [www.export.gov/indonesia/en](http://www.export.gov/indonesia/en)

## **JAPAN**

### **Summary**

Japan is the world's second largest market for cosmetics and personal care products after the U.S. Japan has a long tradition of using cosmetics, and Japanese cosmetics manufacturers are highly competitive and sophisticated. The oldest Japanese cosmetics manufacturer, still a major player in the industry, dates back to 1615. Japanese consumers today are known to be highly conscious of quality, product value, and the brands they buy and use.

The U.S. is the second largest exporter of cosmetics to Japan. U.S. manufacturers of cosmetics should keep an eye on the Japanese market as it offers competitive U.S. brands and products rewarding opportunities. Japan's beauty and personal care product market accounts for over 40% of the entire aggregate Asia Pacific market which is roughly one third of the global market. From the viewpoint of not only the size but also the trend and market demand, Japan can be regarded as a gateway to other Asian markets. Success in the Japan market can raise product/brand profile and visibility in other international markets, particularly in Asia.

### **Market Demand**

Japanese consumers are very sophisticated and particular about the quality and safety of the products they buy and use. Furthermore, with the recent trend of frugality resulting from the recession and subsequent job insecurity, consumers are becoming more selective and value conscious. Products must be nicely designed, packaged and promoted. Consumer needs and tastes may change with seasonal trends and fashion changes, and they may be eager to try something new and different from time to time as long as those products and value propositions are appealing.

As described in more detail in the Best Prospects section, key products are aging-care, skin lightening, and skin moisturizing cosmetics and toiletries. Popular items for Japanese consumers are those products of high performance, quick-acting skincare products and/or crossover products with multi-appeal attributes. Quick-acting spot skincare products for specific parts of the body are also popular items. Furthermore, organic or natural products, luxury products, and unique or branded products are in demand in the marketplace. Men's skincare and personal care products are drawing an increasing amount of attention in the Japanese marketplace.

### **Market Data**

2012 demonstrated a strong recovery in the overall cosmetic market. In Japanese yen terms, the market in 2012 (1,473.4 billion yen) exceeded the level in 2010 (1,471.6 billion yen). Even in constant 2010 dollar terms, the total cosmetics market in 2012 exceeded the 2010 level, indicating a recovery of consumer psychology after the March 11, 2011 earthquake, tsunami, and nuclear disasters.

Cosmetic imports to Japan in 2012 showed a remarkable increase to 191.8 billion yen (up 15.1%) from 166.6 billion yen the previous year. This volume indeed was the highest since the year 2003. The U.S. remained the second largest cosmetics exporter to Japan (18.2% of the total import market) and increased its relative share from the previous year's 17.8%. France maintained its position as largest exporter with (24.5%) of the market. The U.S. increased its relative share from 17.8% in 2011 whereas France lost share from 27.2% in the previous year. China remained third, but its share dropped to 9.0% in 2012, down from 10.0% in 2011 but up from 7.7% in 2010. Meanwhile, imports from Korea advanced to fourth place with 6.3% in 2012.

### Cosmetics Market in Japan

(Calendar Year Base, Millions of Yen, Millions of Dollars)

	2010	2011	2012	2013 (E)
Total	1,471,610	1,402,415	1,470,514	1,509,736
(US\$)	16,765	17,596	18,423	16,775
Shipment	1,419,957	1,367,518	1,403,368	1,440,000
(US\$)	16,176	17,158	17,582	16,000
Import	179,121	166,653	191,884	195,722
(US\$)	2,041	2,091	2,404	2,175
Export	127,468	131,756	124,738	125,985
(US\$)	1,452	1,653	1,563	1,400
Exchange Rate	87.78	79.70	79.82	90.00

Source: Ministry of Economy, Trade and Industry, Trade Statistics of Japan

Note: Exchange rates are annual average rates January thru December

\*"Cosmetics Market" includes skincare (HS3304.91-99), hair care (HS3305.10-90), makeup preparations (HS3304.10-91), fragrance (HS3303.00), and toiletry goods such as pre-and after-shaving, bath salts, etc. (HS3307.10-90).

Skincare products continued to be the largest import category in 2012 with 71.5 billion yen (\$895.8 million), which compares to \$63.4 billion yen (\$796.1 million) in 2011 and 67.6 billion yen (\$770.4 million) in 2010. Imports of this category from the U.S. in 2012 were 19.2 billion yen (\$242.0 million), up 20.5% in yen terms from the previous year of 15.9 billion yen (\$199.8 million). U.S. imports accounted for 26.8% of the total skincare products, compared to 25.1% in 2011, second only to France's \$315.9 million (35.2% of this product category).

The hair care product category which includes shampoos, rinses, preparations for hair perms, and hair lacquers has become the second largest import category recently. Following a remarkable growth in 2011(44.5 billion yen or \$559.0 million), the 2012 import volume further increased to 55.4 billion yen (or \$695.0 million). Recently, Thailand's hair care exports to Japan has outranked the U.S. and China, and is still growing with 37.7 billion yen (\$472 million) in 2012, up from 29.0 billion yen or \$364.2 million a year earlier. China was second with category total imports of 4.6 billion yen (\$57.8 million), up 41.3% from the

previous year's 3.2 billion yen (\$41.0 million). The U.S. was a close third in 2012 with 4.5 billion yen (\$57.2 million), up 27.0% from 3.6 billion yen (\$45.1 million) in 2011.

Fragrance imports in 2012 were up slightly to 18.7 billion yen from 18.4 billion yen in 2011, or \$234.4 million from \$231.8 million a year earlier. The U.S. was the third largest exporter with 1.6 billion yen (\$20.5 million), down from 1.7 billion yen (\$21.9 million) after France (11.1 billion yen or \$139.9 million) and Italy (3.5 billion or \$43.8 million).

Make-up imports in 2012 increased 6% to 22.7 billion yen from 21.3 billion yen, reversing its decline from 22.1 billion yen in 2009. In dollar terms, it accounted for \$285.2 million in 2012 which compares to \$267.5 million in 2011, \$245.4 million in 2010 and \$236.6 million. France remained the leading supplier with exports of \$100.7 million (up 3.7% or \$97.2 million in 2011), followed by China with \$50.6 million (up 4.9%, \$48.3 million). The U.S. was third with \$42.9 million (down 8.6%, \$46.7 million). These three countries dominate the make-up segment with a share of 68.1%, compared to 71.5 percent a year earlier.

Industry sources are cautiously optimistic about the business environment for cosmetics in 2013 particularly in light of improving consumer psychology and recovery of the Japanese stock market despite the recent rapid depreciation of the Japanese yen which may affect foreign imports prices. Based on the constant exchange rate, the industry expects the overall market in 2013 will maintain at least 2012 levels and probably recover at a healthy pace.

### **Best Prospects**

Industry sources report that Japanese consumer interest in beauty and health continues to be high. Japanese consumers are traditionally more interested in skincare than make-up and fragrances. The skincare segment accounts for the largest share of the market, a striking contrast to Western countries where make-up preparations have the largest share. Japanese cosmetics consumers are known to be highly brand and quality conscious.

Best prospects include:

Skincare products with high performance and multi-appeal attributes in the following specific appeal areas such as aging-care, skin lightening, and skin moisturizing as well as quick-acting spot skincare.

Natural, organic products in particular for sensitive skin and troubled skin are also becoming more popular in the various channels and price ranges.

Men's skincare and personal care products, such as cleansing foam, toning lotion, moisturizing emulsion, skin revitalizer, anti-shine refresher, deep cleansing scrub, hydrating lotion, eye soother, tanning lotion, fragrance, and deodorant products.

Fragrances, especially new product launches with a light-feel scent.

Make-up preparations particularly mascara with moisturizing, thickening, curling, or other special features. Mineral make up products are gaining popularity.

## Key Suppliers

No official information is available on how many cosmetics manufacturers and importers exist in Japan. Industry sources estimate that there are approximately 4,000 companies with 130,000 brand items being distributed in Japan today. Major Japanese cosmetics manufacturers include Shiseido (<http://www.shiseido.co.jp>), Kanebo (<http://www.kanebo-cosmetics.co.jp>), and Kosé (<http://www.kose.co.jp>). They are the “Big Three” in Japan’s cosmetics industry and cover market segments from highly prestigious brands to economy self-selection brands. In addition, there are major niche players in some product segments. Major foreign brand companies in Japan include P&G, AVON, ESTÉE LAUDER, L’ORÉAL, Revlon, and LVMH, to name a few.

There are many new entrants to the cosmetics market, such as drug companies, food and beverage manufacturers, as well as a photo film maker. These companies launch new skincare products capitalizing on their technological expertise such as biotechnology/nanotechnology, fermentation technology, or anti-oxidation technology. For example, Fujifilm entered the Japanese skincare market making full use of its technological expertise in using collagen as a raw material and anti-oxidation processes. These nanotechnologies are a by-product of manufacturing photo films to prevent fading. It is not unusual that retailers launch their own brand with the help of contract manufacturers. A leading catalogue house, Senshukai recently launched a hair care product which they developed internally. Furthermore, contract manufacturers are creating their own brands in search of market opportunities.

More new entrants means increased competition, leading to innovative products and new ingredients that further vitalize the industry as a whole.

## Prospective Buyers

Cosmetics are distributed in Japan through the following four channels. An industry source estimated the share of each channel for the last four years as follows:

High-prestige brands, including U.S. and European brands, are usually placed in the company-owned retail channel or in some form of voluntary chain store network employing a counseling-based selling system (department store counters, cosmetics specialty stores, and boutiques). In such cases, the manufacturer deals directly with its own accounts through its own sales force or subsidiaries.

However, general distributorship is the most conventional channel, with products flowing from manufacturer to wholesaler to retailer. In this system, the manufacturer delegates distribution to the wholesaler/distributor and supports marketing via advertising and promotion. Consumers go directly to the store shelves where they look for the cosmetics of their choice, and no individualized professional counseling is offered.

While products traditionally marketed through this channel have typically consisted of daily necessities such as basic cosmetics and hair care items at relatively low prices, the

variety of cosmetics distributed through this system is expanding. Many imported cosmetics are distributed via this general distributor system. A wholesaler imports products directly and supplies them to retailers, or an importer brings in a product from an overseas manufacturer and supplies it to wholesalers, who supply the retailers.

The direct marketing channel includes traditional door-to-door sales, TV shopping, mail order (catalog) sales, and Internet shopping. Avon, Amway, and Nu Skin are traditional door-to-door companies having a legal presence in Japan, but it appears that growing numbers of imported cosmetics brands are focusing more on this channel because of its relative ease to gain quick access to the market (consumers) compared to other channels.

### Japanese Cosmetics Shipment by Distribution Channel

(Percentage)

	2008	2009	2010	2011	2012
Chain store system	31.8	30.9	29.6	28.6	27.8
General distributorship	33.8	34.0	34.4	34.6	34.7
Direct marketing (Non-store)	26.3	26.9	27.7	28.2	29.1
Others	8.1	8.2	8.3	8.6	8.4

Source: Syukan Syogyo Jan. 1, 2013

Note: "Others" includes institutional/professional channels such as aesthetic salons, spas, beauty salons and barber shops supplied directly by manufacturers or through distributors/wholesalers. Some cosmetics and toiletries are sold to the customers of these establishments

### Market Entry

Japanese cosmetics consumers are known to be highly brand and quality as well as value-conscious. It is important to understand that advertising claims are more restrictive in Japan than in the U.S. For example, efficacy claims using statistical data are not yet allowed. Therefore, product image, texture, and scent may play a greater role in the purchase decision than in the U.S.

In addition, consumers in Japan are very particular about the design and finishing touches (quality) applied to packaging. Also, their needs and tastes may change with seasonal trends and fashion changes. Thus, cultivating and attracting consumers, new foreign brands may need to invest in developing brand awareness, as well as in user education. Cosmetics importers suggest that they are not interested in taking a look at a new products or brands presented to them unless the product is sharp looking and has an "attention getting story" to tell (i.e., how the concept has been developed, famous people who use it, unique characteristics, etc.).

This is because consumers do not just buy a cosmetics product, but rather buy the total value -- or total appeal -- of the product. Industry sources suggest well-known celebrity endorsements may contribute to a successful launch.

Companies wishing to enter the Japanese market are advised to develop a product mix with unique features and ingredients and to target the correct market channel in order to

attract the interest of buyers and Japan's highly demanding consumers. Japanese cosmetics manufacturers are highly competitive and sophisticated, and they, too, are striving to bring new products with highly effective ingredients to the market.

Import duties for cosmetics range from zero (HS: 3303, 3304, 3305) to 5.4 percent (HS: 3307).

### Market Issues & Obstacles

Japan's Pharmaceutical Affairs Law (the "PAL") governs the cosmetics industry in Japan. According to the revised PAL, made effective in April 2005, a company that intends to market or import cosmetics products must obtain a license for marketing cosmetics on a commercial basis (*"keshohin seizoh hanbaigyo no kyoka" in Japanese*) from the appropriate local government offices for each business office location. For the company that intends to manufacture cosmetics, a license for manufacturing cosmetics (*"keshohin seizogyo no kyoka"*) must be obtained for each manufacturing location.

To obtain a license for marketing cosmetics on a commercial basis, an applicant company is required to comply with GQP (Good Quality Practice) and GVP (Good Vigilance Practice) in terms of quality control and post-marketing safety management in accordance with the standards specified by MHLW (Ministry of Health, Labor, and Welfare) Ministerial Ordinances.

Thus, the applicant company must have a Product Quality Manager (*"hinshitsu hoshoh sekininsha"*), a Safety Control Manager (*"anzen kanri sekininsha"*), and a General Marketing Business Controller (*"sokatsu seizoh hanbai sekininsha"*). The General Marketing Business Controller, who supervises the other two managers, must be a licensed pharmacist or a specialist who has completed university-level or equivalent pharmacology or chemistry courses. A manufacturer of cosmetics must designate a responsible engineering manager who supervises practical manufacturing of cosmetics for each manufacturing establishment.

The law does not yet permit a foreign company to make direct application from overseas for a license to market cosmetics products to Japan. Thus, a U.S. company that wishes to export its products to Japan first must find a qualified Japanese importer or representative or it must set up a Japanese subsidiary. Upon receipt of the manufacturing or marketing license, the applicant company needs to file a notification of the product to be manufactured or imported.

The Pharmaceutical Affairs Law (PAL) also stipulates that containers or wrappers of cosmetics products shall show the name and address of the marketer, name of product, production number or production code, name of cosmetic ingredients contained\*, the shelf life of cosmetics if the product concerned is not stable for three years, and other information required by MHLW ordinance.

\* A full ingredient listing on the container as required in the United States was put into force in Japan on April 1, 2001. Also, MHLW implemented Positive and Negative Lists of cosmetics ingredients. Accordingly, ingredients, the safety of which have been confirmed, can be mixed freely in a cosmetic product at the responsibility of the manufacturer or the marketer concerned, as long as the finished product meets the definition of cosmetics as described in the Pharmaceutical Affairs Law.

It is important for U.S. exporters and manufactures to note that some ingredients listed on the positive list are allowed only for limited uses in Japan, even if they have been widely used in other countries. For example, formaldehyde-donor-type preservatives (Imidazolidinyl Urea and DMDM Hydantoin) are not permitted in Japan with the exception of rinse-off type products, e.g., shampoos (warning labels are required for products containing these preservatives). Quaternium-15 is not approved in Japan. At the moment, suppliers who discover that their products do not meet existing standards usually seek resolution of their problems through product reformulation. This avoids complications with MHLW's strict requirements for safety and supporting data.

Several helpful publications in English are available from Yakuji Nippo (fax: 81/3/3866-8408, URL: <http://www.yakuji.co.jp/>). The regulatory agency for the cosmetics and toiletry products is the Ministry of Health, Labor and Welfare (MHLW), Pharmaceutical and Food Safety Bureau, Evaluation and Licensing Division or “*Shinsa Kanri-ka*” in Japanese (phone: 81/3/3595-2431, fax: 81/3/3597-9535 URL: <http://www.mhlw.go.jp/>). Also, helpful information is available at the International Cosmetic Legal and Regulatory Database of the Personal Care Products Council (<http://www.personalcarecouncil.org/>).

## Trade Events

### Diet & Beauty Fair Asia 2013 & Spa & Wellness Japan 2013

Date: September 9-13, 2013

Venue: Tokyo Big Sight, Tokyo

Organizer: UBM Japan Co., Ltd.

Phone: 81-3-5296-1013, Fax: 81-3-5296-1018

URL: <http://www.dietandbeauty.jp/en/>, <http://www.spaandwellness.jp/en/>

### Beautyworld Japan West 2013

Date: October 21-23, 2013

Venue: INTEX, Osaka

Organizer: MESAGO Messe Frankfurt Corporation

Phone: 81-3-3262-8939, Fax: 81-3-3262-8442

URL: <http://www.beautyworldjapan.com/english/osaka/>

### BioFach Japan Organic EXPO 2013

Date: October 31 – November 2, 2013

Venue: Tokyo Big Sight, Tokyo

Organizer: NürnbergMesse GmbH

Phone: 49-911-86-06-86-92, Fax: 4—911-86-06-86-94

URL: <http://www.biofach-japan.com/en/>

Tokyo Health Industry Show 2014

Date: March 12-14, 2014

Venue: Tokyo Big Sight, Tokyo

Organizer: UBM Media Co., Ltd., UBM Japan Co., Ltd.

Phone: 81-3-5296-1013, Fax: 81-3-5296-1018

URL: <http://www.this.ne.jp/eng/>

Japan Drug Store Show 2014

Date: March 14-16, 2014

Venue: Japan Convention Center (Makuhari Messe), Chiba

Organizer: Japan Association of Chain Drug Store

Phone: 81-3-6410-4051, Fax: 81-3-3353-1745

URL: <http://drugstoreshow2013.jp/index.html>

Beautyworld Japan 2014

Date: May 19-21, 2014

Venue: Tokyo Big Sight, Tokyo

Organizer: MESAGO Messe Frankfurt Corporation

Phone: 81-3-3262-8939, Fax: 81-3-3262-8442

URL: <http://www.beautyworldjapan.com/english/>

Cosme Tokyo 2014 & Cosme Tech 2014

Date: October 20-22, 2014

Venue: Tokyo Big Sight, Tokyo

Organizer: Reed Exhibitions Japan Ltd.

Phone: 81-3-3349-8509, Fax: 81-3-3349-4922

URL: <http://www.cosmetokyo.jp/en/>, <http://www.cosme-i.jp/en/>

## Resources & Contacts

Japan Cosmetics Industry Association

<http://www.jcia.org>

Cosmetics Importers Association of Japan

<http://www.ciaj.gr.jp>

The Personal Care Products Council

<http://www.personalcarecouncil.org/>

The American Chamber of Commerce in Japan

Committee on Toiletry, Cosmetics and Fragrance

<http://www.accj.or.jp/>

Japan Nailist Association

<http://www.nail.or.jp>

## For More Information

The U.S. Commercial Service in Tokyo, Japan can be contacted via e-mail at:

[Chris.Ono@trade.gov](mailto:Chris.Ono@trade.gov) or [Tokyo.Office.Box@trade.gov](mailto:Tokyo.Office.Box@trade.gov); Phone: 81-3-3224-5074; Fax: 81-3-3589-4235; or visit: [www.export.gov/japan](http://www.export.gov/japan)

## **KOREA (SOUTH)**

### **Summary**

This report addresses the market for finished cosmetic products in Korea. The current “well-being” trend has led to increased opportunities for sophisticated cosmetics from the United States and other countries. Korean market demand in 2011 is estimated to be at about US\$6.3 billion and is expected to grow by approximately 10 percent annually over the next three years. According to the statistics of the Korea Pharmaceutical Traders Association (KPTA) and the Korea Cosmetic Association (KCA), the total market demand for cosmetics in 2010 was US\$5.6 billion. Of this, imported cosmetics accounted for US\$851 million, or 15 percent of market demand. The European Union was the largest source of imports, followed by the U.S and Japan. Under Korea’s Cosmetics Act, foreign cosmetics are subject to “pre- market approval” or “pre-market notification”. Foreign suppliers must submit documentation required by the Korea Food & Drug Administration (KFDA) through their importers or subsidiaries based in Korea. The documentation is submitted to the KFDA or the Korea Pharmaceutical Traders Association (KPTA) to obtain pre-market licenses to enter into the Korean market.

The U.S.–Korea Free Trade Agreement (KORUS FTA) was ratified in the US and in Korea in late 2011 and is expected to be implemented in early 2012. Once the FTA has been implemented, tariffs on imported cosmetics will phase out over 10 years.

### **Market Demand**

Since early 2000, Korean women have become more receptive to Western products, especially in regards to foreign health and beauty items. As more Korean women enter the labor force and experience rising incomes, they have become avid users of imported cosmetics. As Koreans tend to be more health-conscious and are following the ‘well-being’ trend, they prefer natural and ‘green’ cosmetics. In particular, demand for functional cosmetics has been increasing rapidly in recent years. These include products which help whiten the skin tone, minimize the appearance of lines in the face and body, protect the skin from UVA and UVB rays, stop hair loss, and so forth.

Korean men are also becoming significant consumers of cosmetics, providing opportunities for cosmetics companies that feature men’s lines (e.g. skincare products, including after shave balm). As the Korean cosmetics market continues to be polarized, with products either focused on the premium end or on the lower-priced, mass-market end, two distinct groups of consumers are becoming target audiences: those shopping at low-cost cosmetics franchise stores and those shopping for very expensive and luxurious cosmetics at department stores.

The U.S.- Korea Free Trade Agreement (KORUS FTA) ratified in by both nations recently will bring further advantages to U.S. exporters upon implementation, as Korean tariffs on imported U.S. cosmetics are liminated over three to ten years. These market trends portend good opportunities for U.S. companies in the years ahead.

## Market Data

In 2010, the Korean market for cosmetics was US\$5.6 billion, approximately a 15 percent increase over 2009. Industry sources forecast that local production will be increasing and the total market will grow around 10 percent annually over the next several years.

Currently, local production meets the majority of the demand for cosmetic products. Approximately 85 percent of the total market is supplied by Korean production, while imports that provide variety and have perceived high-quality capture the remaining 15 percent. However, although Korean production exceeds imports greatly in total sales, premium cosmetics still depend on imports. According to statistics from the Korea Cosmetic Industry Institute (KCII), leading segments among imported cosmetics were skincare products, perfumes, and some make-up products. The United States was the second largest source of imports after the EU, accounting for 26.5 percent of the market and a value of US\$226 million in 2010.

### Statistical Data

#### Korean Cosmetic Market Size 2009-2011

(Unit: USD million)

	2009	2010	2011 (E)
<b>Total Market Size (A+B-C)</b>	4,901	5,624	6,293
<b>*Total Local production ((A)</b>	4,615	5,370	6,014
<b>**Total Imports (B)</b>	702	851	936
<b>**Total Exports (C)</b>	416	597	657
<b>Imports from the U.S.</b>	171	226	249

Exchange Rate: USD1 = KRW1,120

Source: Compiled by CS Korea based on the statistics of the

\* Korea Cosmetic Association (KCA)

\*\* Korea Pharmaceutical Traders Association (KPTA)

Note: Local production values based on ex-factory prices; import values based on import prices.

#### Best Sales Prospects

- Natural cosmetics (e.g., eco skincare products)
- Functional cosmetics for both woman and men (e.g., anti-aging skincare products)
- Hair care cosmetics with special functions (e.g., to protect against hair loss)

- Body care products (current market is small, but growing, e.g., body lotion)

### Key Suppliers

As of 2010, the Korea Food and Drug Administration had licensed 773 firms as manufacturers (including OEM manufacturers) and 1,105 firms as importers of cosmetics, according to the statistics of the Korea Cosmetic Association. Among them, approximately 50 Korean manufacturers and fewer than 50 importers are active, according to industry sources.

Two Korean companies, Amore Pacific and LG Household & Healthcare, dominate the Korean cosmetics market with approximately 50% market share, followed by Estee Lauder (U.S.) and L’Oreal (France).

The following is a list of leading Korean and foreign cosmetics companies which currently supply their brands to major department stores, such as Hyundai, Lotte, and Shinsegae in Korea:

<b>Name of Suppliers (Country)</b>	<b>Main Brand</b>
Amore Pacific (Korea)	Sulhwassoo, Hera, Amore Pacific
LG Household & Healthcare	Ohui & Whoo
Estee Lauder Companies (U.S.)	Estee Lauder, Clinique, Aveda, M.A.C., Bobbi Brown, AVEDA Aramis
Proctor & Gamble (U.S.)	SK-II, Anna Sui
Elizabeth Arden (U.S.)	Elizabeth Arden
L’Oreal (France)	Kiehl’s, Lancome, Biotherm, Shuemura,
Chanel (France)	Chanel
LVMH (France)	Christian Dior, Guerlain, Benefit, Make Up For Ever, Fresh
Sisley Paris (France)	Sisley
Clarins (France)	Clarins
Bourgeois (France)	Bourgeois
La Prairie (Switzerland)	La Prairie
Shiseido (Japan)	Shiseido

Source: Beauty Nury [www.beautynury.com](http://www.beautynury.com)

Additionally, major OEM (Original Equipment Manufacturer) manufacturers of cosmetics in Korea include Kolmar Korea, Cosmax, Cosmecca Korea, and UCL. They produce all kinds of cosmetics and nutritional supplements for domestic and foreign suppliers.

## Prospective Buyers

- Department stores
- Shops
- Drug stores (e.g., Olive Young, W Store, etc.)
- TV home shopping channels
- Supermarkets/hypermarkets

Department stores are traditionally known to feature high-end luxury brands while other channels, such as TV home shopping channels, drug stores, online malls, discount stores and door-to-door sales, are considered to be non-traditional retailers. Less-established imported brands are distributed through these non-traditional channels. The key suppliers in these non-traditional channels are difficult to list, as most of the imported brands sold in these outlets are specialized in different niche sectors.

## Market Entry

### Distribution Channels

Foreign cosmetics are imported by local importers/distributors or, occasionally, by local cosmetics manufacturers in Korea. They distribute the products to various buyer groups, such as department stores, shops, and TV home shopping channels. The local importer/distributor may directly cover the whole country on an exclusive basis. Or, the master distributor may contract with other regional sub-dealers to distribute nationwide. Major international subsidiaries sell directly to buyer groups using their own sales network or sell through multi-level marketing.

### Key Competitive factors

A good Korean representative is critical to successfully penetrating the market for two reasons. First, Korean distributors know their customers and competitors well, and can monitor market change in Korea. Secondly, the importer/distributor of the foreign supplier must submit required documents to KFDA or KPTA to obtain pre-market licenses. Since regulatory requirements from KFDA are strictly enforced, CS Korea usually recommends that a U.S. firm find a qualified Korean representative to handle import procedures and distribution in Korea.

## Market Access & Obstacles

### Regulatory Environment:

Under the Korea's Cosmetics Act, all foreign cosmetics are required to obtain import permission from the Korea Food & Drug Administration (KFDA) before they are imported into Korea. In Korea, cosmetics fall under two categories: functional cosmetics and regular cosmetics. Functional cosmetics contain whitening, anti-wrinkle, and sunscreen & sun tanning products. KFDA reviews only functional cosmetics for pre-market approval. For all other regular cosmetics, the Korea Pharmaceutical Traders Association (KPTA) has been authorized by KFDA to review and certify the import permission request submitted by the Korean importer. Therefore, all foreign suppliers must provide their importers with the required documentation. These include Certificate of Manufacture, Certificate of Free Sale, and BSE relevant documents.

#### Import Procedures:

Overall, once the documents required by the KFDA are ready, a foreign supplier should send them to its importer in Korea. Upon receipt of these documents, the importer will then submit them to KPTA. KPTA, in turn, will review the documents and issue import permission for the approved product. The import permission will then be sent to the Korean Customs Service, indicating that the product has been cleared to be imported into Korea. Once the product has been cleared by Korean Customs, the importer is required to conduct a pre-market quality control test to ensure that the product complies with Korean safety regulations. This test is done within KFDA's authorized laboratories. While the samples are being tested, the importer works on putting Korean labels on each product. Once the quality control test is done and cleared, the importer is able to distribute the products inside the market. More details follow in A) and B).

#### A) For regular cosmetics

When a foreign supplier exports its regular cosmetic products to Korea, its importer is required to submit an import permission request called the "entry notice for customs clearance" through Electronic Data Interchange (EDI) to KPTA. Import permission for the product is required for customs clearance and requires the following documents. These documents should be provided to the importer by the supplier prior to the importation of the product.

##### • Certificate of Manufacture (CoM)

The certificate must be issued by the manufacturer. It must have the product name, ingredients, sources of the ingredients, etc., with their supporting documents:

- A listing of ingredient names must be included in accordance with the International Cosmetics Ingredients Dictionary (ICID) published by the Personal Care Product Council (PCPC - [www.personalcarecouncil.org](http://www.personalcarecouncil.org)) and must not be included in the negative list of KFDA.
- The percentage of each ingredient must be listed next to it, and the percentage total of the ingredients must add up to 100 percent when it is calculated.\*

- The certificate must have the complete address of the manufacturing company, the name and signature of the President of the manufacturing company, and it must be notarized.

\* Note that a change in 2009 in one of the cosmetics regulations allows the importer to submit a CoM with an approximate percentage of each ingredient, rather than the exact percentage. However, as the importer is required to keep a CoM with the exact percentage of each ingredient for future inspection, it is the normal practice for importers to submit a CoM listing full ingredients with the exact percentage of each, as it had been done previously. Also, ingredients that are required to be used within a limited time are exempt from this new regulation, that is, the exact percentage must be listed.

- **Certificate of Free Sale (CFS)**

The certificate must be issued by the manufacturing country's government or public organization. The manufacturer and product name should be written on the certificate. This certificate confirms that the product is being sold in the manufacturing country and/or abroad:

- It must be issued by a public institution such as the state Department of Health Services in the exporter's region, the local Chamber of Commerce, the state government body, Independent Cosmetic Manufacturers & Distributors (ICMAD – [www.icmad.org](http://www.icmad.org)), or the PCPC in the U.S.
- The document should identify the product by its full name as it is written on the manufactured good. The document must have the signature of the person issuing the certificate along with a seal when applicable.

- **BSE relevant documents**

(i.e. BSE-free Certificate or Non-use of Animal Derivatives or Country of Origin)

- If the product does not contain any raw materials from cows, lambs, or goats, the certificate simply needs to state that the product does not contain raw materials from these animals. The certificate will need to be issued by the manufacturing company with the signature of the person in charge, and it must be notarized.
- In the event it does contain such materials, the BSE certificate needs to state the amount and type of the material used in the product. The product name should be written on the certificate with a lot number, and it needs to be provided by the raw material supplier. This certificate needs to be supplied for every batch of the product. Please note that KPTA has confirmed that the only products with a BSE certificate that they allow in the country are products with bovine skin.

- **Organic cosmetics:**

If your product claims to be organic, the required documents from the Korea Food & Drug Administration (KFDA) for import permission will be the same as those for the

regular cosmetics. You do not need to list natural ingredients as ‘organic’ on the Certificate of Manufacture if that particular organic ingredient is not listed in the International Cosmetics Ingredients Dictionary (ICID). For example, you do not need to list organic lavender oil in your product as “organic lavender oil” on the Certificate of Manufacture. Simply state it as ‘lavender oil’, as you would for non-organic products.

However, labeling and advertising requirements for marketing cosmetics as organic are different from those for non-organic cosmetics. The product must meet the criteria indicated by the Organic Cosmetics Labeling, Advertisement Guideline in Korea. In addition, a copy of the organic certificate you obtained from the appropriate agency in the U.S. whether it be the USDA or any other agency, should be kept on record by your importer when you market the product as ‘organic,’ as KFDA requires the importer to keep it to avoid charges of false advertising.

### **B) For functional cosmetics (i.e. whitening, anti-wrinkle, and sunscreen & sun tanning products)**

When a foreign supplier exports functional cosmetics or cosmetics containing ingredients that are new, and/or are not listed in the KFDA’s cosmetic ingredient dictionary (KCID), its importer in Korea is required to obtain “pre-market approval” from KFDA. With the functional cosmetics approval from KFDA, the importer again submits the aforementioned documents to KPTA through Electronic Data Interchange (EDI) for customs clearance. In order to obtain pre-market approval from the KFDA, more documents are required to prove safety & efficacy, or functions of the products.

### **Labeling Requirements**

According to the Cosmetics Act, the cosmetics label must be written in the Korean language. It can be written with other foreign languages.

#### Major labeling requirements in Korean include:

- Name of the cosmetic
- Name and address of manufacturer and importer/distributor
- All the ingredients used in manufacturing the cosmetic product (excluding the minor amount of ingredients harmless to human health as stated by the Regulation of the Ministry of Health and Welfare)
- Quantity or weight of the contents
- Manufacturing lot number
- Expiration date or period after opening the product (in cases where the shelf life after opening is listed, the date of manufacture should be listed as well)
- Price
- The words “functional cosmetics” in case of functional cosmetics
- Cautions for use

The label must be affixed to the product prior to marketing. Some Korean importers send label mockups so their foreign suppliers can print labels in the manufacturing

country. This ensures that the manufacturer will be able to label products prior to shipment.

According to the revised Cosmetics Act announced in August 2011, all domestic and foreign cosmetics manufacturers will be required to indicate on the primary package, in addition to the labeling on the secondary/outer package, the following: product name, company name, batch number, and expiration date or period after opening in the Korean language. The regulation is scheduled to implement in February 2012. As of December 2011, no implementing regulation has been announced.

### Tariffs

Most cosmetic products enter Korea with an 8 percent (or less) tariff. This may vary depending on product items. Also, 10 percent VAT (of the invoice amount plus tariff value) is charged for customs clearance. The tariffs will be eliminated step by step over 10 years after the U.S.-Korea FTA implements.

### Trade Events

Name: Cosmobeauty Seoul  
Date: May 23 (Wednesday) – 26 (Saturday), 2012  
Location: Venue: Convention & Exhibition (COEX)  
Website: [www.cosmobeautyseoul.com](http://www.cosmobeautyseoul.com)

### References & Key Contacts

Korea Food & Drug Association (KFDA)  
Website: <http://www.kfda.go.kr/>

Korea Pharmaceutical Traders Association (KPTA)  
Website: [http://www.kpta.or.kr/E\\_main.asp](http://www.kpta.or.kr/E_main.asp)

### For More Information

The U.S. Commercial Service in Seoul, Korea, can be contacted via e-mail at: [yoon.shil.chay@trade.gov](mailto:yoon.shil.chay@trade.gov); Phone: 82-2-397-44329; Fax: 82-2-739-1628 or visit their website: [www.export.gov/korea](http://www.export.gov/korea).

## **MALAYSIA**

### **Summary**

Malaysians spent about US\$600 million on cosmetics and toiletries products, appliances and equipment in 2008. This demand was mainly met by imports. Skin-care products remain the main driver of growth for the cosmetics market. Apart from skin-care products, the second largest contributor to the cosmetics and toiletries industry is color cosmetics. Lip-coloring products command the largest share in the color cosmetic pie compared to face, eye and nails. Malaysia imported US\$225 million of skin and beauty products in 2008. This is a 35% increase from the previous year. With the current global recessionary economic climate, growth for 2009 is expected to be more cautionary in nature. A shift from high-end cosmetics and toiletries to the mid to mass market brands are anticipated. Even so, the demand growth for cosmetics and toiletries products and services, as well as devices and equipment is expected to be positive in the next few years.

### **Market Demand**

Malaysians spent about US\$600 million on cosmetics and toiletries products, appliances and equipment in 2008. This has been the upward trend for the past three years, and the demand is mainly met by imports. With the current global recessionary economic climate, growth for 2009 is expected to be more cautionary in nature. Skin-care products remain the main driver of growth for the Malaysian cosmetics market. Industry players are expecting a shift in prestige and high-end brands to the moderately priced niche and mass market brands. This is especially so for consumers affected by the economic downturn. However, the well-heeled and the brand loyal consumers will either maintain or slightly reduce their current level of consumption.

There is a natural tendency for mass market and drug store/ pharmacies cosmetics and toiletries to thrive in times of economic uncertainties. In this market segment, targeted skin-types skin-care products are gaining popularity. Majority of the mass market cosmetics and toiletries are mostly manufactured locally or in the ASEAN region. Market leaders for cosmetics in the fast moving consumer goods segment are the multinational corporations (MNCs). Unilever, L'Oreal, and Proctor and Gamble have strong presences in Malaysia.

Besides the mass market cosmetics and toiletries produced by the MNCs, there are a handful of Malaysian-owned domestic manufacturers. These domestic manufacturers conventionally produce products with basic formulations. A big proportion of the more complex product formulations are derived from overseas experts. Gradually, we are seeing an emergence of local product formulation experts. If this trend continues, we may see more locally formulated cosmetics and toiletries products being manufactured locally.

Until that happens, almost all of the skin-care products used by most salons and spas in Malaysia will be imported.

Market perception of USA skin-care is that most of its products are primarily focused on skin rejuvenation, renewal and peeling. This rejuvenation process is achieved by the use of acids, i.e. AHA, BHA and other acids such as lactic and fruit. Doctor brands (products bearing a Doctor's name) are rather popular and organic/ natural skin-care are gaining market acceptance. Swiss skin-care products are perceived to be at the top end of the scale in terms of pricing, prestige and product efficacy. The main selling point for salon/spa on their line of skin-care products, which incidentally commands premium pricing, is on their touted products efficacy. Hence, targeted skin-care products that cater to various skin concerns would be the main criteria for selection.

France and Switzerland are the two top most popular countries of origin for salon/spa skin-care products from the European Union. Spanish, Greece and Italian skin-care products are slowly gaining market acceptance as well. Australian skin-care products can easily be found in the Malaysian market. So do Japanese and Korean products. Skin-care products from the USA targeting the salon and spa industry are on the rise.

Apart from skin-care products, the second largest contributor to the cosmetics and toiletries industry is color cosmetics. Lip-coloring products command the largest share in the color cosmetic pie compared to face, eye and nails. Popular mass market brands available in the market are mostly from the USA: Cover Girl; Maybelline; L'Oreal; etc. Popular higher priced color cosmetics brands available in the market are mainly from the Estee Lauder Companies, Moët Hennessy Louis Vuitton (LVMH), and Chanel.

Most of the equipment and devices used in this market are imported. On the lower end of the pricing range, Chinese and Taiwanese equipment and devices are very popular. USA and EU equipment and devices usually are targeted towards the high end market segment. For the purpose of this report, the usage of cosmetics and toiletries industry would encompass facial skin-care products, color cosmetics, hair care products and equipment, and nail products and instruments.

## **Market Data**

### **Cosmetics & Toiletries Market**

The domestic production of cosmetics and toiletries products and devices in Malaysia is relatively small in comparison to imports. Although some of the local manufacturers market their house brands, a big proportion of them are very much into contract manufacturing.

Malaysia is a net importer of cosmetics and toiletries products and equipment. Malaysia imported US\$225 million of beauty products in 2008. This is a 35% increase from the previous year. The import value for 2007 was about US\$167 million; while 2006's value was US\$156 million. Hair care products imports stand at US\$63 million for 2008.

Importation of manicure and pedicure sets has been on the rise as well. As of December 2008, Malaysia imported about US\$5 million worth of manicure sets. Although the rate of importation of essential oils are pretty constant for the year 2006 and 2007, hovering about US\$8.5 million; however, there was a huge 18% increase in 2008, to more than US\$10 million.

### **Malaysian Imports of Cosmetics and Toiletries Products and Equipment**

Millions of US Dollars

	2006	2007	2008
Total Market Size	477	516	604
Total Local Production	181*	208*	240*
Total Exports	191	218	300
Total Imports	487	526	664
Imports from the U.S.	47	49	67

Source: World Trade Atlas and the Malaysian Department of Statistics.

Exchange rate: US\$1=RM3.50

\*Estimated figure. The latest available data is dated 2003.

### **Best Prospects**

As of 2008, 64% of the 27.7 million Malaysian population is in the 15-64 age group, and 4.5% of the population is above 65 years of age. A big proportion of the population is in the middle-age category. This age group is also the main users of anti-aging cosmeceuticals. Hence, demand for anti-wrinkle, anti-aging skin-care products are rising. Non-surgical anti-aging products and therapies are best sellers in the salon and spas business. Other anti-aging treatments provided in the market are the use of ampoules, serums and mesotherapy. Mesotherapy is a non-surgical cosmetic medicine treatment. It employs multiple injections of pharmaceutical and homeopathic medications, plant extracts, vitamins, and other ingredients into the subcutaneous fat. Cosmeceuticals are cosmetic products that are claimed to have drug like benefits which are typically applied topically. Examples of products labeled as cosmeceuticals include anti-aging creams and moisturizers. Cosmeceuticals may contain purported active ingredients such as vitamins, phyto-chemicals, enzymes, antioxidants and essential oils. Ampoules and serums are non invasive and is commonly applied topically in most facial treatments.

Other than anti-aging cosmeceuticals, rising demand is forecasted for shine-free and anti-blemish products. Malaysia is situated in a hot and humid tropical climate; hence, blemishes, open pores, and pigmentation are major skin concerns. Products that stop shine and unclog pores whilst treating break-outs and blemishes are very popular. Due to the strong sun rays, oil and shine-free sunscreens are highly in demand as well. Above all, no matter the skin types, high efficacy skin lightening products have enormous appeal. Products that target a combination of shielding the sun rays, and/or lightening the

skin tone and the skin pigmentations are highly sought after. As in most Asian countries, Malaysians generally prefer to be fair.

In addition to topical application of skin care and cosmetics products, there is increasing demand in oral skin health nutritional supplements. Collagen boosting nutritional supplements/ nutraceuticals are highly sought after. Hence, the nutraceuticals market is expected to grow. Examples of popular nutraceuticals supplements in the market include: vitamins; marine algae; stem cell extracts; probiotics; yoghurt; green barley; and sheep placenta extracts. Nutraceuticals are similar to cosmeceuticals except that the delivery method is different. Nutraceuticals are ingested orally.

On top of facial cosmetics and toiletries and internal beauty supplementation, manicure and pedicure are gaining increasing market acceptance. Nail salons providing manicure, pedicure and nail art spa treatments are mushrooming in major urban and suburban areas. These nail salons are usually located in most middle to high-end shopping malls. Some standalone hair salons and spas also provide manicures and pedicures in major business parks and commercial shop-lots. Popular nail treatment and nail polish used in these salons are OPI and Jessica. Popular mass market nail polish and nail care brands are L'Oreal, Maybelline, Revlon, and Sally Hansen etc.

There seems to be a direct correlation between Malaysia's increasing economic development, and the girth of its populace. Sedentary lifestyles, diets rich in coconut milk, sugar and oils are some of the major causes of obesity in the country. As a result, slimming centers are rapidly increasing in the urban areas. Malaysians seemed to like to take the non-exercise route of losing weight, i.e. taking diet supplements in the forms of tablets, powder, food bars, drinks and shakes. Most multi-level marketing companies are doing extremely well in selling these diet supplements.

Some of the slimming treatments currently provided in spas comes in the in the form of body wraps, herbal saunas, heated sand baths, and slimming and cellulite reduction skin-care products. In most cases, slimming devices are used in these treatments. Most of the slimming products available are anti-cellulite and thermal fat burning creams. Essential oils usage is also widespread. Unless there is a drastic change in sedentary lifestyles, the Malaysian weight-lost/slimming spa product and devices market demand growth is expected to continue for the foreseeable future.

Traditionally, the most prevalent method of body and facial hair removal used in Malaysia is by the use of tweezers and hair threading (hair removal with the use of a thread). Later, depilatory creams and epilators became more popular. Progressively mainstream hair removal methods are waxing and the use of lasers. Although shaving is one of the easiest forms of hair removal, it is not as popular due to rough hair regrowth. Specials salons providing professional hair removal are now available in the market. Just as fast as the hair removal centers grow, on the flip side, hair retention centers/ hair growth trichology centers are also becoming more prevalent in the market.

## Key Suppliers

Mass market cosmetics and toiletries are usually sold in pharmacies and supermarkets. A smaller range of these products can be found in most mom-and-pop convenient stores and mini markets. The high-end and prestige brands are usually sold in department stores and stand alone retail stores. Salon and spa brands are frequently marketed directly to the beauty salons and spa businesses. The distributor or agent would commonly have sales personnel make house calls to the salons and spas. Organic/ natural/ specialty and some cult cosmetic brands are generally sold in standalone stores and organic stores in various shopping malls.

There is high prevalence of cosmetics and toiletries being sold via the multi-level marketing (MLM)/ direct sales distribution channel in Malaysia. Typically, the MLM companies have their own private labels. They would either buy in bulk and repackage the products locally or from the source country. Some of the cosmetic/ toiletries/ personal care MLM corporations in Malaysia are: Amway, Avon, Cosway, Nu Skin, Nutri-Metics and Mary Kay. Amway and Cosway (a Malaysian MLM corporation with international presence that is part of a Malaysian conglomerate group) are competing neck-to-neck as the market leader. The poll positions between these two companies are interchangeable year to year. The beauty and wellness category contributes about 50% of Amway's total Malaysian sales.

Examples of various brands available in the market are:

- Departmental stores: SK-II, Clinique, Shiseido, Christian Dior, Chanel, Kanebo, Biotherm, Clarins, L'Occitane, Laura Mercier, Cosme Decorte, Origins, Haba, Jurlique, StriVectin, N.V. Perricone M.D., Dr. Sebagh, Dior, Lancome, Estee Lauder, Kose, Bobbi Brown, Shu Uemura, Dr.Ci:Labo, Anna Sui, RMK, Sisley, La Prairie, Guerlain, Laneige, Davidoff, Burberry etc.

- Salon/ Spa brands: Sothys, Thalgo, Phytomer, Guinot, Dermalogica, Jeanne Piaubert, Swissline, Casmara, Obagi.

- Specialty/ Niche/ Cult/ Organic brands: Aesop, Anick Goutal (fragrance), Avalon, Kiehls.

- Pharmaceutical brands: Neo Strata, Vichy, Avene, RoC, Eucerin, Sebamed, Neutrogena.

- Nail Polish: Maybelline, Revlon, L'Oreal, Sally Hansen for mass market brands. OPI and Jessica are the two popular professional brands in the market.

Hair care products are sold in the mom-and-pop grocery stores, mini markets, pharmacies, supermarkets, and hypermarkets. Organic hair products are usually sold at

specialty organic stores, or at select high-end grocery stores. Professional hair care products are sold mostly at hair salons and specialty professional hair care retail stores.

**Major Supplying Countries of Cosmetics and Toiletries Products and Accessories to Malaysia for Year 2008.**

Products	US Market Share	Top Three Competing Countries Exporting to Malaysia
Essential Oils	11%	Spain (19%), UK (16%), USA (11%),
Make-up & skin-care preparation	18%	USA (18%), Thailand (15%), France (13%)
Hair Preparations	6%	Thailand (56%), Indonesia (9%), Japan (9%)
Pre-shave/ shave/ after shave preparation	5%	Thailand (26%), France (16%), China (11%)
Art/Cosmetic brushes	27%	China (41%), U.S.A. (27%), Hong Kong (9%)
Hair & Shaving brushes	17%	China (34%), U.S.A. (17%), Singapore (9%)
Tooth brushes	5%	China (57%), Vietnam (12%), India (8%),
Oral Hygiene /Dental Floss Preparations	2%	China (42%), Thailand (34%), Indonesia (9%)
Manicure Instruments	0.7%	Singapore (48%), China (23%), Germany (2%)
Hair Removal Appliance	1%	China (56%), Hungary (22%), Czech Republic (15%)
Electric Hair Clippers	17%	China (69%), USA (17%), Thailand (10%)
Electro-thermal Hair Appliances	0%	China (68%), Hong Kong (18%), Netherlands (4%)
Electric Hair Dryers	0%	China (52%), Thailand (38%), Italy (8%)

**Prospective Buyers**

As of 2008, Malaysia's population size is about 27.7 million. Out of this, 32% are less than fifteen years old, 64% are in the 15-64 years old group whilst the remaining 4.5% is above 65 years of age. Hence, a large proportion of the population uses some form of cosmetics and toiletries. There are various factors that contribute to the increasing demand for cosmetics and toiletries products in this country. It is a combination of increasing skin-care products usage by the male gender; plus the fact that half of the Malaysian workforce is female; along with the changing trend of the traditional "soap-

and- water” cleansing ritual to the three step skin-care routine of “cleanse, tone and moisturize”. This three step skin-care cleansing routine is similar to both men and women. However, this cleansing ritual adoption is more prevalent among the urban metrosexuals. Additionally, the young adults are beginning to use skin-care products at an earlier age. As for the institutional buyers, they can be divided into two categories: those that will promote a foreign brand name/ trade mark, and those that wish to promote their own private label.

## Market Entry

Securing the assistance of an agent or distributor is usually necessary for market entry into Malaysia. Registration with the Malaysian Drug Control Authority is necessary for most cosmetics and toiletries products. Once, the product is approved for importation, the appropriate distribution channels are usually determined by the product target market. Further, as over 60% of the Malaysian population is Muslim, US companies that intend to sell to the Muslim consumers should be aware of the Halal requirement. If necessary, having the product Halal certified would be advantageous as well. Halal is defined as what is permissible under the Islamic Shariah Law. Malaysia recognizes three Islamic bodies in the U.S. Although most of the Halal certification is food related, increasingly we are seeing more of these requirements translated into cosmetics and usable goods. These certifying bodies are:

- [Halal Food Council International \(HFCI\)/ Halal Food Council South East Asia \(HFC-SEA\)](#), Salisbury, Maryland
- [Islamic Services of America \(ISA\)](#), Cedar Rapids, Iowa
- [The Islamic Food and Nutritional Council of America \(IFANCA\)](#), Chicago, Illinois

## Market Issues & Obstacles

The Guidelines for Control of Cosmetic Products in Malaysia is prepared in accordance to the ASEAN Cosmetic Directive. Under the Control of Drugs and Cosmetics Regulations 2007, the company or person responsible for placing a cosmetic product in the local market must notify the Director of Pharmaceutical Services (DPS) through [National Pharmaceutical Control Bureau](#) (NPCB) prior to product manufacture or importation. A written authorization from the product owner is required if the company or person notifying does not own the product. Cosmetics manufactured or marketed by ASEAN firms are exempt from registration. The Government of Malaysia regulates the manufacture, sale and importation of cosmetic products in the following ways:

- Notification is necessary to DPS of all cosmetic products that are to be manufactured, for sale/ wholesale or imported.

- The company or person carrying out the notification must be registered with the authority. Applicant must be a company incorporated in Malaysia.
- Product can only be sold in the market once authorized.
- The company or persons carrying out the notification to do post-market surveillance.

A company is required to submit the original Certificate of Analysis for cosmetics with skin-whitening ingredients. As a general rule, claimed cosmetic benefits must be justified by substantial evidence and/or by the cosmetic formulation or preparation itself. Cosmetic products should not make claims that are regarded as medicinal in nature. It is an offence to import, sell or offer to sell any products containing a substance under the Poison Control Act.

There are also indications that Malaysian Standard MS1500:2400 may be similarly used for cosmetics and personal care products. MS1500:2400 is intended for use in the production, preparation and handling of Halal food. The general guideline on this is waiting to be gazette. The main concerns over the issue of Halal cosmetics and personal care products for the majority Muslim population stems from derivative of collagen from porcine animal source (animal skin, fur, bones, nails, teeth and horns).

#### **Malaysian Cosmetics and toiletries Products and Equipment 2009 Import Duty and Sales Tax Order**

	<u>Import Duty%</u>	<u>Sales Tax%</u>
<u>Skin-care preparations</u>		
Essential Oils	0	0 *IL
Perfumes in liquid, cream or solid form	0	0
Lip make-up preparation	0	0
Eye make-up preparation	0	0
Other skin care preparations (other than medicaments)	0	0
Cosmetic Face Powders Compress/not compress	20	10
Beauty creams, cleansing, cold and make-up creams	0	0
Skin food and skin tonics or body lotion	0	0
Sun-tan-sunburn preventive preparation	0	0
Eyelash brushes	15	10
Cosmetic application brushes	5	10
Travel sets for personal toilet	5	10
<u>Nail Manicure or Pedicure Instruments and Preparations</u>		
Nail polishes and varnishes	0	0
Nail removers	0	0
Nail polishes / varnishes	0	0
Nail varnish removers	0	0
Nail cleaners/clippers/files nippers	25	10

#### Preparations for use on the hair

Shampoo	20	10
Preparations for permanent waving or straightening	10	10
Hair lacquers and others	10	10
Hair dressing appliances, hair dryers	0	10 #IL
Other hair-dressing apparatus	0	10
Hair dressing appliances parts	0	10
<u>Preparation for oral or dental hygiene</u>		
Tooth paste	0	10
Tooth powder	0	10
Dental Floss	0	0
Other	0	10
Toothbrushes, dental-plate brushes	20	10
<u>Pre-shave/ after shave/ deodorants and depilatories</u>		
Pre-shave/ Shave/after shave preparation	0	10
Antiperspirant/ personal deodorants	0	0
Perfumed bath salts and other bath preparations	0	10
Other perfumery or cosmetics, including depilatories	0	0
Contact lens and artificial eye solutions	0	10
Other	20	10
<u>Soaps: Bar or liquid</u>		
Toilet soap	0	10
Medicated or disinfectant soap	0	10
Soaps in other forms	0	10
Organic surface-active liquid/cream soap	0	10
<u>Razors and razor blades</u>		
Razors	0	10
Safety razor blades	0	10
Razor blades blanks in strips	0	10

Note:

\*IL: denotes Import License requirement from Food Quality Control Division, Ministry of Health

#IL: denotes Import License requirement from the Director General of Electricity Supply Malaysia

**Trade Events**

- [Beauty 9 Expo](#), October 9-12, 2009, Putra World Trade Center, Kuala Lumpur.
- [CosmoBeaute](#) 2010, Kuala Lumpur (exact date not available).

**Resources & Key Contacts**

- [The Cosmetics, Toiletries and Fragrance Association of Malaysia](#)
- [Dermatological Society of Malaysia](#)
- [National Pharmaceutical Control Bureau](#)
- [Nutrition Society of Malaysia](#)

**For More Information** The U.S. Commercial Service in Kuala Lumpur, Malaysia can be contacted via e-mail at: [Tracy.Yeoh@trade.gov](mailto:Tracy.Yeoh@trade.gov); Phone: 60-3-2168-5089; Fax: 60-3-2142-1866; or visit their website: [www.export.gov/Malaysia](http://www.export.gov/Malaysia)

## NEW ZEALAND

### Market Overview

The cosmetics and toiletries market in New Zealand represents a highly developed and competitive market comprising of discerning and aging consumers who typically are both brand aware and price sensitive. Most New Zealanders (population 4.4 million people) live in urban centers where they enjoy good access to cosmetic and toiletry retailers including supermarkets, department stores and pharmacies. Christmas is the high season for retail sales. New Zealand's cosmetic and toiletries market is valued at approximately US\$400 million per annum.

International brands are a significant component of New Zealand's cosmetics and toiletries market. Australian cosmetic and toiletries products represent 25% of New Zealand's total import market followed by the United States. Under the Closer Economic Relations (CER) Agreement, Australian manufactured products enter New Zealand duty-free. Some U.S. firms manufacture products in Australia under license and export to New Zealand under CER. In 2012, New Zealand's direct imports of U.S. cosmetic and toiletry brands totaled US\$68 million (18% total import market share). U.S. cosmetic and toiletry brands enjoy a reputation for quality and safety – they're also very visible.

New Zealand consumers closely follow international trends. Local consumers perceive natural cosmetics and toiletries as pure, gentle, and effective. Consumer growth trends are led by natural formulations which include capitalizing on New Zealand's aging population, e.g. many products have labels that claim to "help defend against visible signs of premature aging" or "helps fight wrinkles." The New Zealand Cancer Society's advertising campaigns help to educate New Zealanders about skin cancer as well as the sun's ability to prematurely age skin. These factors, combined with knowledge about ozone depletion and an appreciation for being outdoors means consumers expect dual-purpose skincare products.

Product differentiation is important for brand growth as is increased consumer awareness coupled with fashion trends. Advertising is important to raise brand awareness and excitement about products.

### Market Access

- There are no import licensing requirements.
- Companies must comply with the following cosmetic group standard:  
<http://www.epa.govt.nz/hazardous-substances/approvals/group-standards/Pages/cosmetic.aspx>
- The Advertising Standards Authority governs advertising standards and provides a voluntary approval system for monitoring product claims.

- Tariffs range from 0-5%.
- New Zealand Customs restricts the import of aerosol sprays that contain ozone-depleting substances.
- Some product ingredients are culturally sensitive to New Zealand's indigenous population (the Maori) and Pacific Island people. For example, it is politically incorrect to use human placenta in any product for this market.

## Legislation

**Fair Trading Act:** This Act prohibits false or misleading information about a product or service. Legislation includes prohibition of packaging that gives a misleading or deceptive impression about the contents.

**Consumer Guarantees Act:** This Act regulates that manufacturers/importers must ensure all goods are of acceptable quality. The goods must be free from minor faults. Also the goods must be safe and durable; and correspond with any description, sample or demonstration model given or shown to the consumer.

**Therapeutic Goods Agreement:**

On 20 June 2011 the Prime Ministers of New Zealand and Australia announced that the New Zealand and Australian Governments have agreed to proceed with a joint scheme for the regulation of therapeutic goods. The Agreement covers any cosmetic or toiletry that claims a therapeutic effect. For example, a face powder marketed for a cosmetic purpose only is not a medicine, but if a claim is made that the powder will also treat acne it is claiming a therapeutic effect. Further information on the Therapeutic Goods Agreement is available via: <http://www.medsafe.govt.nz/hot/anztpa.asp>

## For More Information

The U.S. Commercial Service in Wellington, New Zealand can be contacted via e-mail at: [janet.coulthart@trade.gov](mailto:janet.coulthart@trade.gov); Phone: + 64-4-462-6002; Fax: + 64-4-473-0770 or visit their website: [www.export.gov/newzealand](http://www.export.gov/newzealand)

## PHILIPPINES

### Summary

The Philippine market offers many good opportunities for sellers of American cosmetic products, particularly skincare preparations and special skin formulas. Total imports of cosmetics, toiletries and personal care products (lip and make-up, perfumes, soaps and shampoos, skin and nail care preparations) was valued at US\$257 million in 2011.

The bulk of the cosmetics and personal care industry is supplied by local production. Importation continues to grow. Cosmetics and personal care products from Thailand dominate the market, although U.S. manufacturers still maintain a reputation for high quality and name brand recognition among Filipino consumers. Filipino consumers have an affinity for American brands and usually associate them with quality.

Among the top American imports in the sector are lipstick, oil-free make-up foundations, perfumes, skin cleansers, facial cleansers, soaps, shampoos and conditioners. Price is a strong determining factor in most Philippine cosmetic purchases. American firms such as Avon, Colgate-Palmolive, Johnson & Johnson, Procter & Gamble, Sara Lee and Unilever have manufacturing facilities in the Philippines with product readily available in most retail outlets.

### Market Demand

The Philippines' total importation of cosmetics, toiletries, and personal care products rose slightly from \$254 million in 2010 to \$257 million in 2011. Thailand and Indonesia were the top suppliers with 33% and 21% market shares respectively.

Imports from Thailand and Indonesia were primarily toiletries that were formerly manufactured in the Philippines. These products, which are competitive with other locally produced goods, have eaten into U.S. market share.

Most of the toiletries that the Philippines imported from Thailand are U.S. brands. Likewise, local cosmetics and toiletries are U.S. brands manufactured by local subsidiaries like Colgate-Palmolive, Johnson & Johnson, and Procter & Gamble; and multi-level/direct-selling companies like Avon, Sara Lee, and Mary Kay.

Demand for raw materials and finished products for skin whitening and anti-ageing (glutathione, metathione, tretinoin, etc.) continues to grow. Local manufacturers of cosmetics, toiletries and personal care products use whitening ingredients to address local and export demands. Most companies include a whitening component in their entire product line -- from soaps and moisturizers to toners and UV-protection products and creams.

Philippine-made cosmetics, toiletries, and personal care products are exported to other countries, primarily to the Middle East. Some local products with whitening properties also contain natural and organic ingredients from locally available sources such as green and ripe papaya and *kalamansi*, a local lime. Other skincare preparations may contain locally sourced avocado, aloe vera, virgin coconut oil, seaweeds, and alum.

The demand for cosmetics, toiletries, and personal care products continue to grow as consumers become more aware of the importance of health and hygiene. There are now also more products formulated for young skin aimed at young consumers.

### Market Data

In 2011, the Philippines imported \$257 million worth of Cosmetics, Toiletries and Personal Care products. Local production is valued at approximately US\$1.3 billion, based on industry estimates that local production of Cosmetics, Toiletries, and Personal Care products is about 80% of the market.

	<b>Total Imports</b>	<b>U.S.A.</b>	<b>Thailand</b>
<i>2011 TOTAL</i>	\$257	\$13	\$85
<i>2010 TOTAL</i>	\$254*	\$11	\$107

Source: National Statistics Office

Breakdown of importation (market share) is as follows: Thailand - 33%; Indonesia – 21%; China – 9%; Malaysia – 9%; U.S.A. - 5%; Singapore – 5%; Germany – 2%; and from other countries -16%.

\*This data differs from what was reported last year as several items have been removed from the list of products imported.

### Best Prospects

Products with best prospects for U.S. manufacturers include organic products, anti-acne creams, other medicated skin preparations, lip make-up, eye make-up, hair lacquers, nail care, and hair care – those with little or no domestic manufacturing operations at all.

A growing number of female consumers spend on facial and underarm whitening products, special hair care applications, and quality make-up products. Colored pressed powder; liquid foundation; rouges and blushers; and scents, toilet water, colognes, and body sprays, have always been consumer favorites.

Products for men and the youth also have good prospects. Although the majority of buyers are still women, marketing geniuses have persuaded a growing number of men to be conscious about grooming and looking good. Manufacturers and advertisers have also identified the youth as a huge consumer market sector and have positioned products and brands to target them.

### **Key Suppliers**

Domestic manufacturers include Avon Philippines, Cherry Laboratories; Colgate Palmolive Philippines; J&J Philippines; Jemica Cosmetics Manufacturing; S A Goldon Philippines Corporation; and Splash Corporation/Hortaleza Beauty Center (HBC); while imported products include such brands as Avon (some Avon products are imported); Fullerton (Sara Lee); Mary Kay Cosmetics; Maybelline; Dial and Lander Products; Shiseido; Max Factor; L'Oreal; Kanebo; and numerous other brands.

Besides toiletries and personal care products, which are available in supermarkets, drugstores, and convenience stores, market top-sellers in cosmetics are those that are distributed through multi-level marketing or direct selling – Avon, Mary Kay, Fullerton (Sara Lee). Majority of these products are US brands. These imported goods are not only considered quality products, they are also price-competitive. If the choice between a locally manufactured product and an imported one is a few pesos, a consumer would likely buy the imported brand.

Filipino consumers are price conscious, but also look for quality in the products that they buy. Contrary to popular notion, China is not a popular source for less expensive cosmetics because of issues regarding toxic contents in cosmetics.

European brands, especially with designer labels are considered high-end, and therefore, expensive.

### **Prospective Buyers**

Since toiletries and personal care products are essential to grooming, prospective end-users are technically, the entire population. In reality, about 60% of the population has disposable income or some means of livelihood to afford basic grooming. The rest of the population (40%) is composed of dependents with no purchasing power.

Market demand drivers are the country's growing population; more women joining the workforce; better job opportunities and improved employment; and a general awareness for good grooming.

Cosmetics spell the difference between social classes. High-end make-up and skin and hair care have a market among women of leisure and women executives. Middle class women buy imported as well as local cosmetics, but may splurge on a signature cologne or lipstick from time to time.

A growing number of Filipino women are now also using whitening (bleaching) and anti-aging products. Industry speculates that this is a result of media influence -- advertisers use movie stars and other popular role models in their promotional campaigns. Movie stars either have glowing, tanned skin or white and luminous complexion.

While majority of buyers are female, a growing number of men are now more conscious about looking good. Many products are also being developed for the youth sector.

### **Market Entry**

The best way for a US company to sell to the Philippines and ensure broad exposure for its products is by working through a distributor who would distribute them nationwide through dealer or agent networks. The local distributor becomes responsible for registering the imported products with the Food and Drugs Administration (FDA).

Laws and regulations governing cosmetic products, including registration, may be found in the FDA website: <http://www.bfad.gov.ph>

Generally, local and imported cosmetic products are sold in retail outlets – specialty stores/boutiques, department stores, and most drug stores, and supermarkets.

High-end cosmetics, personal care products and toiletries are usually found in specialty stores or a special section of department stores. More affordable brands are in department stores and drug stores, or sold through multi-level marketing.

Print and broadcast media are important when introducing a product in the Philippines to help build brand name and product recall. Most of the popular brands, whether local or imported, promote through various advertising media – print, billboard, TV, even radio.

The Philippines imposes 1%-10% tariff duty and a 12% value-added tax (VAT) on imported cosmetic products.

### **Market Issues & Obstacles**

Restrictions, allowable active ingredients, and other registration requirements are also available in the aforementioned web link of the Philippine FDA.

Like food and drugs, all cosmetic products must be registered with the FDA before they could be sold in the market.

The average time that it takes to register a product with the FDA has improved. The registration process takes an average 3-4 months.

**Trade Events**

COSMOPROF ASIA 2012  
November 14-16, 2012  
Hong Kong Convention Centre  
Hong Kong  
<http://www.cosmoprof-asia.com>

**Resources & Contacts****Bureau of Food and Drugs (BFAD)**

Dr. Suzette Lazo, Director  
Phone: (632) 807-0721/36 Fax: (632) 807-0751  
Email: [bfad@bfad.gov.ph](mailto:bfad@bfad.gov.ph); [shlazo@yahoo.com](mailto:shlazo@yahoo.com)  
BFAD, Civic Drive Filinvest Corporate City, Alabang  
Muntinlupa, Manila 1781  
Web Site: [www.bfad.gov.ph](http://www.bfad.gov.ph)

**Chamber of Cosmetics Industry of the Philippines, Inc.**

Dr. Michael Turvill  
c/o Hotel & Spa Essentials  
2/F Airrich Bldg. KM 19.5 East Service Road  
Sucat, Paranaque City, 1700  
Phone: (632) 838-2167  
Fax (632)  
E-mail: [mike@spaessentials.com.ph](mailto:mike@spaessentials.com.ph)

**For More Information**

The U.S. Commercial Service in Manila, Philippines can be contacted via e-mail at:  
[Dey.Robles@trade.gov](mailto:Dey.Robles@trade.gov); Phone: (632) 888-6078; Fax: (632) 888-6606; or visit their website:  
[www.export.gov/philippines](http://www.export.gov/philippines).

## **RUSSIA**

### **Summary**

Until the current global economic crisis, Russia had a nine-year run of continuous rapid economic expansion (approximately 7% annually). With over 140 million consumers, a growing middle class and almost unlimited infrastructure needs, Russia is one of the most promising U.S. exports markets.

Russia is the U.S.'s 28<sup>th</sup> largest export market, and 2009 U.S. exports to Russia were \$5.4 billion, a 42% decrease over 2008 due a global economic crisis. According to Russian statistics, leading exporter countries to Russia include, in descending order: China, Germany, Japan, Ukraine, U.S., Italy, South Korea and France. The U.S. has an approximate 5% share of Russian imports.

The Russian cosmetics market was valued at \$9.7 billion in 2009 and offers many market opportunities for U.S. manufacturers despite the economic downturn and rather cumbersome regulatory approval process. The leading exporter of toiletries and cosmetics is France.

### **Market Demand**

The Russian beauty products market has been experiencing steady growth and has been one of the fastest growing industry sectors in Russia during the last decade. According to industry research firm Staraya Krepost, the total current value of the Russian beauty products market is approximately \$9.7 billion with recent growth of 8% despite the global economic crisis; 53% of the market consists of imported products. Industry specialists believe the market may increase 7-8% in 2010 and reach \$11 billion, \$12.3 billion in 2011, and \$13.5 billion in 2012.

Key market segments are: make-up, hair care; skin care products; and toiletries. Spa, pedicure, and manicure products are also fast growing subsectors in the cosmetics industry.

The last several years have been characterized by a rapidly growing demand for high quality and individualized cosmetic products. Both foreign and local manufacturers created awareness of different skin and hair types, as well as the advantages of using a full range of skin and hair products. Cosmetics started to be viewed as a means not only to achieve beauty and a general improvement in health. Beauty and spa salons are becoming more and more popular.

Due to the economic downturn, however, while women will continue to spend money to make their skin look better, visits to spas and beauty salons are becoming less regular; thus there is a growing demand for professional products for home use. When the ruble

was depreciating, prices on imported cosmetics and toiletries increased 30-40%, thereby intensifying demand for mass market products with a combination of price and quality.

### **Best Prospects**

Given the above dynamics, the best sales prospects include the following categories:

- Make-up
- Skin and hair care products from mass-market to middle to high-end
- Professional skin care products for home use
- Spa products and treatments
- Beauty and hair salon products and equipment
- Anti-aging cosmetics
- Manicure and pedicure products
- Cosmetics for men and children

### **Key Suppliers**

Domestic manufacturers have almost 50% of the mass-market and middle market brands. The biggest manufacturers like Kalina, Nevskaya Kosmetika, Svoboda and Faberilic manufacture both mass-market and higher-end skin care products, which are very close to the quality standards of Western luxury market products.

The competition between foreign and local manufacturers in the mass-market and middle market segments is intense. Generally, foreign producers outpace local ones with higher rates of new technology commercialization and large marketing and advertising budgets. A number of leading foreign suppliers, for example Procter & Gamble, Schwarzkopf & Henkel, Unilever and Beiersdorf (Nivea brand), has entered the low-end segment and proved very successful. Russian consumers traditionally trust foreign brands more than local ones because they guarantee stable quality.

Competition in the Russian beauty products market has also intensified in the last few years because locally made brands, which are sold at a comparatively low price, have increased their market share. As a result, the cost of entering and developing the market is now higher. Finding a niche is also becoming more difficult, and success in the market requires large investments in advertising, marketing, and promotion, including participation in cosmetics trade shows.

### **Prospective Buyers**

Russian women especially spend a significantly higher portion of their disposable income on cosmetic products than do their overseas counterparts. According to another market research firm, COMCON, the average Russian woman is spending 12 percent of her income on cosmetic products even during economic downturn.

The last several years have been marked by profound changes in cosmetics distribution and retailing in Russia. Many foreign companies have opened representative offices in Russia and therefore are able to conclude agreements directly with retailers without the help of distributors. Retailers have become the key players in the market versus distributors.

According to the marketing agency L'Agence de Lux, cosmetics and toiletries distribution segments are:

- Cosmetics retail chains (30%)
- Department stores (25%)
- Direct sales (20%)
- Pharmacies (10%)
- Outdoor markets (10%)
- Internet-sales, concept stores (5%).

### **Market Entry**

Most U.S. exporters gain marketing entry success by partnering with a Russian distributor or retail chain.

Changes in the market structure and constantly growing demand for quality beauty and health products have motivated distributors to shift their business from developing wholesale trade to expanding retail chains. Specialized cosmetic retail chains are showing the fastest growth rates. These specialized cosmetic and perfumery store chains are rapidly expanding to meet the demand for exclusive, luxury products. Currently, such cosmetic chains as L'Etoile, Yves Rocher, Ile de Beaute, Douglas Rivoli, Articoli and Sephora represent Russia's retail business. Some of the cosmetic chains such as L'Etoile, Ile de Beaute, and Yves Rocher have their outlets in all major Russian cities.

The assortment of products in cosmetic retail chains has changed too. Middle-market and mass-market brands now compliment exclusive products. At the moment, the share of mass-market products in retail chains has grown to 20 percent. The consumer's attitude towards cosmetic stores has changed significantly as well. Customers now prefer to make cosmetic purchases in specialized places where qualified shop assistants are able to help them make selections.

The majority of mass and medium-market products are distributed by a number of import/wholesale firms that work directly with large multi-product retail chains such as Pyatyorochka, Perekryostok, Sedmoy Continent, Ramstore, Auchan and Metro.

One more channel for mass-market and middle-market brands, as well as curative cosmetics are pharmacies, especially pharmacy chains. More consumers trust the medical application of cosmetic products. A very successful example of the brand which is sold exclusively in pharmacies is Vichy (L'Oreal).

A growing share of cosmetics and toiletries sales belongs to direct sellers like Amway, Avon, Mary Kay, Oriflame, and Faberlic.

Finally, the Internet has recently become a more important distribution channel, and there are many online stores such as:

- <http://www.aromat.ru/>
- <http://www.beautymall.ru/>
- <http://www.parfum-palace.ru/>
- <http://www.familyshop.ru/>
- <http://enigme.ru/>
- <http://www.parfumchik.ru/>
- <http://www.parfumclassic.ru/>

### **Market Issues & Obstacles**

The general import duty on cosmetics and toiletries is 15%, plus the 18% VAT that applies to all imports.

Foreign quality marks (for example, those “clinically tested” in another country) or a GMP (Good Manufacturing Practice) label on the product, while useful for marketing, are not a substitute for Russian regulatory documents. Therefore, foreign firms must complete a registration/certification process in Russia, regardless of what products they plan to distribute or the reputation of the exporter.

Since the aforementioned registration/certification procedures are time-consuming, experts recommend that foreign exporters and/or their Russian partners begin preparation for obtaining the proper documents before any sales contract is concluded. If a product does not have appropriate certificates, Russian customs may stop the shipment at the point of entry. Consequently, pre-contract registration/certification is a safer and significantly cheaper way to import and distribute products in Russia.

Because registration/certification procedures require direct contact between the authorized manufacturer’s representative and experts from the appropriate regulatory bodies and government agencies, it is recommended that U.S. companies work with qualified partners (specialized consultant, distributor, or local representatives) on regulatory matters.

The regulatory procedures tend to change many times, so it is well advised to contact the U.S. Commercial Service for the updated information.

The regulatory process depends on the type of cosmetic product:

- *General cosmetics*
- *Cosmetics for special uses*
- *Alcohol containing cosmetics*
- *Cosmetics as pharmaceuticals*

### **General cosmetics**

#### ***Necessary documents:***

1. Sanitary Certificate that is valid for 5 years.
2. Declaration of Conformity that is valid for 1-3 years.
3. Letter from the Federal Service of Welfare of Population (Rospotrebnadzor) confirming that the product does not contain alcohol, valid for 1 year.
4. Information on the products' label approved by the authorities.

On February 2010, the obligatory certification of cosmetics changed to the simplified procedure of declaration of conformity. Declaration of conformity is to be registered by a certification organization, accredited by Federal Service of Standards and Metrology (Gosstandart). In some cases the procedure of declaration of conformity requires the series of tests.

#### ***Documents required for declaration of conformity:***

1. Documents by appropriate authorities in the country of manufacture confirming the safety of the products for human beings: Free Sale Certificate, safety certificate, ISO certificate, registration certificate or others.
2. Copies of protocols of tests.
3. Samples for analysis if necessary.
4. Information on ingredients.
5. Copy of commercial contract for the products imported to Russia.
6. Notarized copy of company's registration in the Russian Federation (registration with Tax authorities for example). This is a necessary document for a Russian company that has been authorized by the U.S. company to be involved in all stages of getting all regulatory documents.

#### ***Certification procedures***

First step: Obtaining a Sanitary Certificate at the Federal Service of Welfare of Population (Rospotrebnadzor).

1. Toxicology tests.
2. Clinical tests.
3. Physical – chemical tests.
4. Microbiological tests.
5. Receiving a Sanitary Certificate.

Second step: Declaration of conformity.

Third step: the Federal Service for Supervision over Consumer Rights Protection and Human Welfare issues a letter that the product does not contain alcohol.

***Cosmetics for special uses*** require registration at the Federal Service for Supervision over Consumer Rights Protection and Human Welfare (Rosspotrebnadzor). Such products include:

- a. Professional products used in beauty and spa salons (creams, masks, peelings, hair balsams).
- b. Sun-tanning and sun-less tanning products, skin-whitening products, products for tattoos (excluding injections), intimate care products.
- c. Protective cosmetics (creams, pastes and others) used during manufacturing.
- d. Cosmetics for children.
- e. Hair coloring products (excluding shading shampoos).
- f. Chemical hair curling.

#### ***Documents obtained upon registration***

1. Registration certificate with no expiration date.
2. Information put on the products' label approved by the authorities.
3. Declaration of conformity.

#### ***Documents required for registration process***

1. Documents from appropriate authorities in the country of manufacture confirming the safety of the products for human beings: Free Sale Certificate, registration certificate or others.
2. A document confirming that the manufacturing process of this product complies with national and international standards, for example GMP or ISO 9000-9002.
3. Document containing a full list of ingredients of the product.
4. Brief description of the manufacturing process.
5. Documents (standards, technical regulations, bylaws, technological instructions, specifications, recipes) that are used for the manufacturing process.
6. Certificates of conformity: analysis certificate, quality and safety passport, certificate of origin, or a similar document, preferably including the methods used in quality determination.
7. Consumer label or its draft in the Russian language stamped and signed by manufacturer, as well as a sample of the original label used in the country of manufacture.
8. Usage instructions, annotations (in case not all necessary information could be placed on the label).
9. Materials (original or from literature for analogues) regarding toxicological-hygienic estimate and efficiency; originals or copies of protocols of clinical study results in comparison with the control group with the name of the laboratory that has done them. All the above documents should be signed and stamped by the manufacturer.
10. Certificates of conformity of main ingredients - analysis certificate and safety passport, certificate of origin, or a similar document.

11. Protocols of tests and trials of accredited laboratories; conclusions of accredited organizations.
12. Documents on sample selection indicating the dates of selection, number, name of the product, manufacture's address, date of manufacture as well as names of individuals who participated in the selection process.
13. Copy of the trade mark certificate, patent.
14. Power of attorney issued by the manufacturer to a person/enterprise who will be involved in all the stages of obtaining a Registration Certificate.

Items: 3, 4, 12 should be on the manufacturer's letter head.

Items: 1,2,14 should be translated, legalized and have an Apostil obtained from one of the Russian Consulates in the United States.

Items 3-12: All pages of these documents should be stamped by the manufacturer and translated into the Russian language with the name and the diploma of the translator attached.

Items 9, 11, 13 – should be included if available.

### ***Registration procedures***

At the first stage of the registration process a manufacturer/representative contacts the Federal State Enterprise of Healthcare Information Metrological Center "Ekspertiza" (ФГУЗ ИМЦ "Экспертиза"), whose parent organization is Rospotrebnadzor. This organization will direct the manufacturer/representative to the Central Enterprise for Certification of Perfume and Cosmetics (Certification Enterprise), whose parent organization is Gosstandart, which will be conducting tests.

After reviewing the documents that characterize the product and obtaining payment, the Certification Enterprise conducts sanitary-chemical and sanitary-microbiological tests. In some instances the Certification Enterprise can assign other necessary tests to be conducted by accredited laboratories, such as studies of toxicological, physiological and metabolic effects that will confirm safety of the products and clinical tests of efficiency/efficacy.

After careful consideration of the test results, the Central Enterprise writes a so-called "Expert Conclusion" and approves the draft label. During the next step the "Ekspertiza" writes an invoice for the Registration Certificate and state duty. At the same time the U.S. company or its representative should submit a set of documents that characterizes the product to the "Ekspertiza". After obtaining an Expert Conclusion from Certification Enterprise, the "Ekspertiza" prepares the Registration Certificate, assigns a number, includes the product in the official registration list and approves the label.

On the basis of a written request from the manufacturer, a letter addressed to customs is written that will attest to the absence of alcohol in the product.

### **Alcohol-containing cosmetics**

#### ***Documents obtained upon registration***

1. Registration certificate that is valid for 5 years.

2. Information put on the products' label approved by the authorities.
3. Declaration of conformity.

### ***Documents required for registration process***

1. Declaration of conformity.
2. Sanitary-epidemiological conclusion (Sanitary Certificate) with protocols of tests.
3. Documents on sample selection from certification body.
4. Document containing a full list of ingredients of the product.
5. Notarized copy of company's registration in the Russian Federation (registration with the Tax authorities, for example). This is a necessary document for a Russian company that has been authorized by the U.S. company to be involved in all stages of getting all regulatory documents.

The authorized Russian representative submits an original and two copies all of the above documents to the Federal State Enterprise of Healthcare Information Metrological Center "Ekspertiza" (ФГУЗ ИМЦ "Экспертиза"). All the copies should be stamped and signed by the representative. All the originals are returned right after the documents have been considered.

### ***Registration procedures***

First step: Obtaining a Sanitary Certificate at Federal Service of Welfare of Population (Rospotrebnadzor).

1. Toxicology tests (if a product is used for eyes then the irritation effect is tested)
2. Clinical tests
3. Physical – chemical tests
4. Microbiological tests
5. Receiving Sanitary Certificate

Second step: Declaration of Conformity.

Third step: Receiving a Registration Certificate.

1. Documents are evaluated at Rospotrebnadzor (Federal Service for Supervision over Consumer Rights Protection and Human Welfare).
2. Documents are sent to Central Enterprise for Certification of Perfume and Cosmetics (Certification Enterprise) for expert conclusion.
3. Central Enterprise for Certification of Perfume and Cosmetics (Certification Enterprise) issues an expert conclusion.
4. Registration certificate is issued that is valid for 5 years if the delivery contract exists and there is no expiration date on technical documentation for the product.

***Cosmetics claimed to be pharmaceuticals*** require registration at the Federal Service of Healthcare and Social Development as pharmaceutical product.

This registration procedure is the same as that used for pharmaceuticals. Since it is very specific and complicated, we strongly recommend that you contact the U.S. Commercial Service for detailed information and counseling.

### **Trade Events**

Intercharm  
20-23 October 2010  
Moscow  
<http://2010.intercharm.ru/en/home/>

KosmetikExpo  
February 9-12, 2011  
Moscow  
<http://www.ki-expo.ru/en/>

Intercosmetics 2010  
March 16-18, 2011  
Moscow  
<http://2010.intercharm.ru/en/home/>

### **Resources and Key Contacts**

Perfumery and Cosmetic Association Of Russia  
<http://www.pcar.ru>

Federal Service for Supervision over Consumer Rights Protection and Human Welfare  
<http://www.rospotrebnadzor.ru>

Group of Companies Consult Business Group (PharmInform Ltd., MedInform Ltd.)  
consulting company specializing in registration/certification  
<http://c-b-g.ru/about>

### **For More Information**

The U.S. Commercial Service in Moscow can be contacted via email at [yuliya.vinogradova@trade.gov](mailto:yuliya.vinogradova@trade.gov), Phone: 7 495 728-5586 Fax: 7 4232 499 381 or visit their website: [www.export.gov/russia/en](http://www.export.gov/russia/en)

## SAUDI ARABIA

### Summary

The Saudi Cosmetic and Toiletries (C&T) market is one of the most attractive ones in the region. It is expected to reach more than US\$ 2.99 billion by 2010, growing at an approximate rate of 12% annually. The value of imports in 2010 increase is primarily due to rising per capita income and a noticeable growth in purchasing power.

This oil-rich country enjoys one of the strongest produces/exports of oil in the world, with its economy continuing to benefit from high global oil prices. The high and increasing per capita income for most Saudis, accompanied by favorable socio-demographic factors, will continue to benefit the market as a whole.

### Market Demand & Data

The lack of entertainment facilities in Saudi Arabia and the forces segregation of the sexes have made shopping in general a national pastime and social activity. The latest census figures indicate that more than half of all Saudis are below 21 years old, with 54.3 percent male and 45.7 percent female.

The most two influential factors that contributed to enlarge the Saudi cosmetics and Toiletries market were price increases, which affected many imported goods across many product lines, especially cosmetics, fragrances, skin care products, and aggressive new product development, which have remained very dynamic, especially in hair care, skin care, fragrances, oral care and men's grooming.

Saudi buying patterns are different; especially buying perfumes and eau de toilette (EDT). On average, a Saudi consumer buys two to three bottles of perfumes on a single shopping trip. The same is true for cosmetics in a market that has become saturated with products from designer brands to cheap look-alikes from the Far-East.

European products comprise 34 % of sales, and French perfumes and cosmetics make up a major part of that segment. European products were followed by Asian perfumes, especially Chinese.

American perfumes are in the third position with a 16 % market share. Demand has grown considerably in recent years due to the likes of Calvin Klein and Ralph Lauren setting up shop. Sales of fragrance totaled \$194m in 2005, accounting for 14% of the total Cosmetic and Toiletries market. Consequently, demand for American products has increased recently. Latest several brands of American perfumes, cosmetics are entering the Saudi market, with more showrooms being opened in various parts of the country.

On the other hand, Saudi women usually prefer reputable international brand items. They are very brand-conscious, but are also very versatile and always opting for the latest in brands and colors. Advertisements in television, newspaper and magazines promoting

these products play a vital role in attracting more people to buy these cosmetics, perfumes and products. With the advent of satellite television, Saudis have increasingly become more demanding and more sophisticated in insisting on the latest trends and best prices.

Recent reports have also revealed that the sale of men's grooming products reached US \$19.5 billion in 2008. The value of the market in 2009 is estimated to reach US \$21.7 billion, an increase of 11.3% as compared to last year.

### **Best Prospects & Key Suppliers:**

Saudi consumers are increasingly interested in multinational C&T products, provided they have competitive prices. Dark colors for eye makeup, lip products and nail products are usually high in demand, while light and pastel colors find a niche mainly with the expatriate population. Facial makeup and creams also top the list, especially products such as whitening creams, and creams used to hide wrinkles, age spots and stretch marks and various oils that enhance the shine and softness of the skin and hair coloring.

Sales of cosmetics and toiletries are expected to maintain the same strong momentum in coming years. Performance will be driven by the same growth factors impinged upon the marketplace, particularly the continued oil-led boom in the Saudi economy, and rising per capita income, ongoing advancements in product development, and increasing sophistication in retail and distribution networks.

Large international companies, like Procter & Gamble and Unilever, which both have joint-ventures with local producers, dominate the Saudi cosmetics and toiletries market.

French products also dominate the market, especially designer brands such as Chanel, Lancôme, Christian Dior, and others. In general, the European Union accounts for the lion's share of all cosmetics and perfume imports to Saudi Arabia, at 34 percent, with China and Far East in second place.

U.S. companies rank third place with close to 16 % of total imports. The advent of franchising is expected to enhance the U.S. share of the Saudi cosmetics and perfumes market. In recent years, Calvin Klein, Ann Klein, Ralph Lauren, Crabtree & Evelyn, among others, have launched their retail franchises in Saudi Arabia, thus setting the pace for U.S. expansion into the Saudi cosmetics market.

Products, especially cosmetics, sourced in China, India and Taiwan are also in demand. Young teenagers and low-income groups, who can usually afford the prices, are typically fascinated with the packaging and giveaways offered with these products.

### **Prospective Buyers & Market Entry**

In 2008, perfumeries maintained its position as the leading distribution channel for cosmetic and toiletries in Saudi Arabia, followed by supermarkets/hypermarkets. Both channels played a significant role in boosting sales of many product groups, particularly fragrances, color cosmetics, skin care, hair care, sun care and men's grooming. Both channels appeared very dynamic in terms of growth in the number of outlets and selling area.

Also, local players with locally-owned brands such as Arabian Oud, Abdul Samed Al Qurashi, Mahmood Saeed Collective Company, Hamil Al Musk that has 100 shops, Gazzaz, Mekyajee and Faces are ones of the potential prospective buyers.

The Saudi Arabian Standards Organizations (SASO) has adopted several standards related to the import of cosmetics and toiletries into Saudi Arabia. All foreign exporters will have to comply with these standards to be allowed entry in to the Saudi market. The marketing and sale of cosmetics, toiletries, perfumes and EDT should be done through a local agent/distributor. The local company will register the products, any labeling, and patents with concerned government ministries agencies, as well as provide the necessary paperwork and documentation for the foreign principal to facilitate shipment and exporting.

U.S. firms interested in appointing agents and distributors in Saudi Arabia may contact their nearest U.S. Department of Commerce Export Assistant Center. Locate the U.S. Commercial Service trade specialist in the U.S. nearest you by visiting <http://www.export.gov/eac>

U.S. firms may wish to consider promoting their products through the Business Facilitation Service (BFS) program of the U.S. Embassy or Consulates in Saudi Arabia. These BFSs are good techniques to introduce and familiarize the Saudi business communities with the latest developments in the Cosmetic and Toiletries industry.

### **For More Information**

The U.S. Commercial Service in Saudi Arabia can be contacted via e-mail at: [Maisa.aitawil@trade.gov](mailto:Maisa.aitawil@trade.gov), in Dhahran and [Hanein.Nassar@trade.gov](mailto:Hanein.Nassar@trade.gov), in Riyadh; or visit their website: [www.export.gov/saudi Arabia](http://www.export.gov/saudi Arabia).

## SINGAPORE

### Summary

The Singapore cosmetics and toiletries retail sector is worth approximately US\$400 million based on industry estimates. The U.S., France and Japan continue to be the top three leading suppliers of cosmetics, toiletries and fragrances to Singapore. The U.S. continues to enjoy a good reputation and is recognized by the consumer as one of the leaders in the industry. Its share of the market has stayed fairly constant over the last few years. Brands from Korea, however, are fast gaining popularity as Korean products enjoy high visibility because of Korean soap operas that have recently become popular here.

The beauty business is fairly resilient to economic cycles and continues to thrive in affluent Singapore. Industry sources say that approximately five new brands enter the market each year but this however, does not necessarily translate to a significant growth in the consumer base. To stay relevant, top brands invest heavily on advertising, promotions and marketing as well as research & development. The product life cycles tend to be short and new brands and differentiated products are regularly being introduced to the market. Products are constantly evolving and improved upon to satisfy the needs and wants of the discerning consumer.

The domestic retail market is sophisticated with various market segments, from those with high disposable incomes who seek premium and high-quality products, to mass-market consumers who are more price-sensitive and less loyal to brands. Besides an affluent, local resident population, Singapore is also home to over a million foreigners, with a significant expatriate population that enjoys and demands a high-quality lifestyle.

U.S. companies seeking to expand into the emerging markets of Southeast Asia should consider using Singapore to launch their products and services. With more than 80% of all imports of cosmetics, toiletries and fragrances re-exported, Singapore serves as an ideal gateway into the region and a showcase for the region.

### Market Demand

Products that have sunscreen, anti-aging and brightening properties have experienced dynamic growth over the last two years. This is the result of greater awareness of the harmful effects of the sun's UV rays as well as the changing demographics of the population. Increasingly, sun care products are being bundled with regular skin care regimes and sunscreen ingredients are added to facial cream formulations for easy application. Men's grooming products and deodorants have also expanded and this growth is underpinned by an increasing number of "metrosexuals" – affluent men who are conscious of how they look. Image-conscious women who place high priority on personal grooming and appearance continue to be a good market segment to focus on. There is a trend of adolescent girls starting to apply makeup and experiment with

hairstyles and hair care at a younger-age. Recognising these trends, both traditional retail marketers as well as multi-level marketing firms have increased their market presence as they promote their products under the “holistic and wellness” label, cross-selling cosmetics, hair care, skin care and nutritional supplements.

Private labels fared relatively well, maintaining their market share in the past two years, largely due to the sustained popularity of “house brand” cosmetics and toiletries, such as Marks & Spencer, a brand largely accepted by Singaporeans as high quality. Other popular private labels include The Body Shop and the more mass-market, Watsons and Guardian. Private label products also saw strong growth in personal care and men's grooming products.

The distribution channel with the greatest value share of cosmetics and toiletries sales in Singapore is department stores, accounting for nearly 31% of sales, followed by chain stores that are typically personal care stores and pharmacies located within suburban malls.

Growth in Singapore's cosmetics and toiletries market is expected to see more competition among the top premium brands and an increase in the number of companies serving ever more specialized niche markets. One growth segment is the organics sector. While not going head-on against the larger companies, these niche players will serve to expand the market by providing either unique or complementary products to consumers.

## **Market Data**

In 2009, U.S. exports to Singapore were valued at US\$140 million, a marginal 0.5% decrease from US\$150 million in 2008. Despite the marginal decrease in total imports from the U.S., the market share increase by 1% to 11% of total imports. 2010 figures to date show that U.S. imports remain stable, accounting for 11% market share, unchanged from 2009. This augurs well for the sector as despite the global economic crisis, imports from and market share of the U.S. remained resilient.

The U.S., together with France, continues to dominate the market for exports of cosmetics, skincare and fragrances to Singapore. France continues to enjoy the No. 1 position for perfumes and skincare with the U.S. in No. 2 position for perfumes and No. 3 for skincare preparations. Japan enjoys the No. 2 position for import of skincare preparations. The U.S. enjoys the No. 1 position for manicure and pedicure preparations and ranks No. 4 for hair care preparations.

## **Best Prospects**

*Skincare:* Sales of skin care products in Singapore continue to see growth as discerning consumers seek new and better products. A new marketing approach, termed “cosmeceuticals” is fast becoming the industry norm as cosmetics giants use

biotechnology and medical breakthroughs in their skincare formulations. Today's skincare companies are marrying science to mass customization.

The “metrosexual” niche market segment has evolved over the last few years and industry players have been quick to tap and grow this sector. The more responsive marketers, such as veteran skincare companies, have developed marketing strategies to target the new-age man. Some enterprising spa operators have opened men-only spas and have been successful with this strategy.

Skin care products with whitening properties continue to remain very popular though marketers are moving away from terms like “whitening”, preferring to use “brightening” instead. Manufacturers of both premium and mass market brands are launching their own “brightening” and “radiance” ranges as they chase the consumer dollar.

Consumers, in general, are willing to spend on premium products as long as these products are able to deliver the desired results and at greater convenience. Sales of super premium products are expected to remain largely unchanged, as their prohibitive costs put them beyond the reach of the majority of consumers. That said, they also enjoy strong brand loyalty and will continue to be purchased by their loyal customers.

*Color Cosmetics:* Sales of color cosmetics in Singapore have remained constant these past two years. Facial make-up continues to be the most dynamic performing of all color cosmetics product. An increasing number of image-conscious, career women and the growing number of girls who start using make-up at a younger age contributed to the sustained performance of this sub-sector. The focus is on brightening products and products with SPF (sun protection factor). Given Singapore’s harsh equatorial climate, the minimalist approach to make-up is best and products that are light to the skin and offer sun protection are sought after. Brightening products continue to attract users in Singapore as Asian women in general prefer to have paler complexions.

The majority of women consider color cosmetics a necessity, a trend seen in many affluent societies with a significant population of working women. Thus, growth is expected to remain strong. Products such as eye make-up, manicure and pedicure products have increasingly become part of everyday grooming routines. Nail spas that also specialize in nail art are very popular and more women are visiting them on a regular basis.

Brand loyalty to nail care and color is low, but women, regardless of their income levels, have also demonstrated a propensity to spend money on premium brands if products are particularly trendy or attractive. This is true for products such as lipsticks and lip gloss due to their relatively low prices.

*Hair Care:* Hair care sales continued to grow underpinned by an increased usage of colorants, styling agents and salon hair care products. Salon stylists are using more aggressive sales tactics, promotion packages and loyalty programs to encourage their clients to purchase and stay with them. These hair stylists take on the role of advisers and

provide styling advice to their patrons. Modern households tend to use more than one brand or type of shampoo in order to meet the varying needs of each family member. Consumers are also more likely to try a variety of shampoos and will typically have more than three different brands in the home at any one time.

Demand for hair conditioners and moisturizers grew over the past few years as consumers understand the need for "conditioning" in order to have healthy hair. In contrast, the rates of increase achieved by 2-in-1 products declined due to the perceived negative effects of such products.

Sales of styling agents and hairsprays saw an increase as more consumers spend additional effort in varying their hairstyles. Styling agents are also popular among individuals who have short hair and follow trends in hair fashion. Hair colorants continue to enjoy brisk sales as there is a trend towards coloring hair in various shades of brown and other non-conventional colors like blond, purple and red, a change from most Singaporeans' naturally black or dark brown hair. Products that cover gray hair also enjoy popularity because of premature graying among some Singaporeans and an ageing population. Hair colorants are also now available in grocery stores as well as pharmacies/drugstores as previous restrictions limiting sales of these products to pharmacies were relaxed in June 2001. The growth of hair colorants is also fuelled by the influx of a new generation of younger consumers. School-age youths color their hair during school vacations and re-color them back to a more natural color when schools reopen. These younger consumers are more receptive towards change and open to experimentation with colors, viewing colored hair as an assertion of self-expression.

*Fragrance:* Sales of fragrances remained constant this past year. Premium women's fragrances dominated overall fragrance sales as women are more likely than men to own a variety of different perfumes / scents. The past two years have seen consumer preferences for fragrances that are light, fresh and fruity; as opposed to stronger, musky scents.

Sales of mass fragrances are extremely diverse and very fragmented. Various mass brands emerge every year, many of which are attempts to imitate popular premium fragrances. They are often released without fanfare or promotion.

Given the intense competition in the cosmetics and toiletries sector in what some industry players label as a recession-proof sector, prestige brand names are investing heavily to maintain and increase market share. In the last several years, the trend has been for such market leaders to launch novel programs such as "Rewards Programs" targeted at promoting brand loyalty, giving perks and freebies to keep the consumer happy and loyal. Advertising and promotion programs have also been stepped up to reinforce brand image and awareness.

## Key Suppliers

Most of the cosmetics, toiletries and fragrances that are sold in Singapore are imported. The U.S. is among the top three major suppliers. U.S. cosmetics, toiletries and fragrance brands also invest heavily in advertising and promotions and enjoy “top-of-the-mind” brand awareness. American brands like Estee Lauder, Clinique, MAC, Dermalogica and many others are very entrenched and enjoy good sales and customer loyalty. They also invest heavily in research and development, marrying science and cosmetics. Over the years, more “cosmeceutical” breakthrough products have been launched with much success. Increasingly, skincare brands are complementing topical products with nutraceuticals and the trend is to improve skincare not only by applying good products on the skin but also from within, through oral nutritional supplements. Some European brands have registered an increase in sales from such a strategy.

Major competitors of the U.S. are France, traditionally strong in fashion and beauty; and Japan and Korea, perhaps because a large proportion of Singaporean consumers identify with Japan’s and Korea’s “Asianess” and pop culture.

## Prospective Buyers

The Singapore retail scene comprises mainly large high-end departmental stores located in the city center, mid-range chain stores located in the neighbourhood hub centers and lower-end, more price-sensitive volume sales independent retail stores located in the many neighbourhoods and heartlands. Typically, U.S. made products do not compete in this low-end market segment.

Most prestige brands of cosmetics, toiletries and fragrances are found in the high-end departmental stores with an entire floor dedicated to them or concept stores like Sephora. As in the U.S., these established brands operate “counters” with an assigned sales representative or consultant that provides a full range of services, from facials, product demonstrations and trials. These high-end brand names also have good marketing budgets with aggressive in-store promotions for special occasions such as Christmas, Valentine’s Day, etc. This market segment enjoys strong brand loyalty among the customers.

On the mass market side of the spectrum, chain stores with outlets in neighbourhood shopping malls (in the suburbs) have also done extremely well in reaching to the general mass market population. Personal care chain stores like Watsons, Guardian, SaSa, Unity and Beauty Language boast over 200 outlets across the island. They carry a wide range of mass-market brands and products that are priced very competitively and enjoy high volume sales. These chains run regular in-store promotions targeted at the generally price-sensitive customers who respond best to sales promotions and volume discounts.

For the toiletries sector, major supermarket chains offer the best distribution channels and like the chain stores, this market segment is dominated by several key players. Besides

supermarket chains, there are quite a few independent retailers situated across the island-state and these typically do not require listing fees that chain stores generally ask for.

The Singapore retail scene is dominated by three major players, the Dairy Farm Group which runs the Cold Storage supermarket chain, Giant hypermarket, 7-Eleven stores and Guardian pharmacies and personal care stores; Watsons which operate over 50 personal care stores; NTUC which operates the largest number of supermarkets as well as the Unity chain of pharmacies and personal care stores and lastly, Carrefour, which operates two successful hypermarkets. Another player, Mustafa, which is sited outside the main Orchard Road belt in Little India, has carved a niche for itself by catering to the mass market customers, foreign workers and tourists. Like the other three large retail groups, procurement and buying decisions are made in Singapore for stores in the region.

### **Market Entry**

Introducing products into Singapore is a fairly simple process and there are not many regulatory hurdles to clear in this regard. Obtaining product approval is a relatively straightforward process as long as the products being imported comply with regulations that govern cosmetics products.

U.S. companies who are new to the market and interested in exporting to Singapore should consider appointing a local distributor to represent their products. Given Singapore's small market size, most prospective distributors would ask for exclusive rights to sell the product. They most likely will also request for distribution rights to the neighbouring countries of Southeast Asia, such as Malaysia, Brunei and Indonesia. In turn, they will ensure that they commit their resources to promoting the product to the appropriate retailers and distribution channels and reap the benefits of their efforts should sales materialize.

Most major retailers operate across borders in South East Asia and distributors who are given regional rights will be in a better position to negotiate better promotional programs with the major retailers that operate in several markets.

There is no special legislation in Singapore governing agency / distributor agreements and therefore, such contracts should be based on mutually-beneficial and agreed terms and conditions between both parties.

U.S. exporters of cosmetics, toiletries and fragrances should evaluate the suitability of the distributor based on the product mix that they carry as well as the end-user customer profiles that he targets. As much as possible, product range and brands that the prospective distributor carries should complement that of the U.S. firm.

American companies should also be prepared to provide advertising and promotional (A&P) support for product launches so as to better build brand awareness and induce trial purchases. Besides A&P support, distributors or brand owners also have to pay listing

fees to have the products distributed in chain stores or major departmental stores. These initial costs can be high but the returns and volume sales are usually sustained because of the strong customer traffic and reach of these stores. Local distributors may request that the American firm fund half the cost of listing/slotting fees should they choose to market the products through the mass market retail channels.

If American firms are not prepared to provide A&P support, then they may wish to consider allowing Singaporean firms the option of private labelling where the brand ownership stays with the Singaporean firm and they take on the risk of product launch and brand promotion and sustainability.

### *Opportunities for Profile Building*

U.S. products enjoy a good reputation in Singapore and U.S. exporters should use Singapore as a showcase to the region. For the Southeast Asian region, fashion trends are adopted first in Singapore before being introduced to the other neighbouring markets.

### **Market Issues & Obstacles**

Singapore implemented the ASEAN (Association of South East Asian Nations) Cosmetic Directive or ACD on January 1, 2008. The aim of the ASEAN Harmonized Cosmetic Regulatory Scheme is to enhance cooperation to ensure safe and quality cosmetics marketed in ASEAN and eliminate restrictions to trade through harmonization of technical requirements.

Under the ACD, cosmetics will no longer be classified under Category I and II. Previously, category I products, which included those applied around the region of the eye and lips and oral dental hygiene, required product licensing prior to the manufacture, import, sale and supply.

Under the ACD, it is the companies' responsibility to notify the Health Sciences Authority, Singapore's equivalent of the FDA, and commit via self-declaration the assurance of product safety and quality.

The ACD is closely aligned with the European Cosmetic Directive and aims to be recognized internationally as a robust framework for regulating cosmetic products. It will provide a common definition for cosmetics, details ingredients NOT permitted in cosmetics and LISTS approved preservatives, colorants and UV filters. It also provides labeling requirements, guidelines on cosmetic GMP and cosmetic claims. More information can be found on

[http://www.hsa.gov.sg/publish/hsaportal/en/health\\_products\\_regulation/cosmetic\\_products.html](http://www.hsa.gov.sg/publish/hsaportal/en/health_products_regulation/cosmetic_products.html)

### Regulatory Environment

The controlling authority for the regulation and licensing of cosmetic products intended for human use is the Health Sciences Authority, Ministry of Health. Firms must also comply with the Health Products (Cosmetic Products-ASEAN Cosmetics Directive) Regulations. The Cosmetics Control Unit is responsible for administering the regulations for cosmetics products. More information can be found on <http://www.hsa.gov.sg> where you can download a copy of the Guidelines on the Control of Cosmetics Products.

### Labeling Requirements

Labeling is required for all cosmetic products. Labels or labeling statements must be in English and be clearly legible. Other languages, if any, may be present on the label. The following information must appear on the container or package:

- Name of cosmetic product
- Function of cosmetic product
- Instruction for use
- Full ingredient listing
- Country of manufacture
- Contents (weight/volume)
- Batch number/reference
- Manufacturing/Expiry date (required for products with less than 30 months durability)
- Name and address of company in Singapore responsible for placing product on the market
- Special precautions, if any (please refer to the ACD)

### Taxes

There are no import or custom duties on cosmetics, toiletries and fragrances. A 7% goods and services tax (GST) is imposed on all goods sold and services provided locally. Imports are subject to GST, but payments are refundable for re-exports.

## **Resources and Key Contacts**

Companies interested in exploring the Singapore market can refer to the list of contacts listed below:

Health Sciences Authority  
<http://www.hsa.gov.sg>

The Cosmetics, Toiletry & Fragrance Association of Singapore  
<http://www.ctfas.org.sg>

Spa Association of Singapore  
<http://www.spaassociation.org.sg>

**For More Information**

The U.S. Commercial Service in Singapore can be contacted via e-mail at: [Luanne.Theseira@trade.gov](mailto:Luanne.Theseira@trade.gov); Phone: 65/6476 9037; Fax: 65/6476 9080 or visit their website: [www.export.gov/singapore](http://www.export.gov/singapore).

## TAIWAN

### Overview

Increases in living standards and income along with changes in consumption patterns over the last several decades in Taiwan have given rise to a lucrative market for personal care products valued at an estimated US\$1 billion in 2009. Although the market had not increased much, the fact that it did show three percent growth of 2008 which shows the personal care products market remain strong despite the economic recession. This market is extremely competitive with most of the major international players involved in market development. Many of the popular brands and new to market personal care products have entered the Taiwan market in recent years. Expansion of sales channels together with increased male consumers and natural/organic ingredient products have contributed the growth.

Taiwan's personal care product market continues to be polarized, with products either focused on the premium end or on the lower-priced, mass-market end. Two distinct groups of consumers are becoming target audiences: those shopping at low-cost hypermarkets and drugstores and those shopping for very expensive and luxurious cosmetic at department stores.

### Market Trends

A growing part of the island's male consumers have increased the market for men's personal care products due to their changes in lifestyles and consumption patterns. Taiwan male consumers are becoming increasingly aware of wellness issues and place attention on products such as shaving preparation, shampoo and conditioner, shower gel, facial cream, lip care, facial scrubs, mask, moisturizer, sunscreens, and light and fresh fragrance and after shave products. In 2009, this market increased to about twelve percent of the whole market, with sales totaling US\$142 million. This market is expected to continue have annual growth of ten percent, and will soon reach US\$200 million. All multinational personal care products firms are pushing men's beauty lines because competition in the traditional female demographic has become overwhelming and sales growth difficult to maintain. The women's market is becoming saturated in Taiwan. Lately, this category of "grooming men", who purchase products for themselves, is increasing whereas in the past women used to buy the products for their boyfriends or husbands. Men's personal care products are becoming a significant market sub-sector. Major consumers were aged 14 to 28, but the industry experts forecast the demographic will expand to include higher age group in the future.

Natural and organic ingredients are reporting high demand because of the surge in consumer demand for chemically-clean products. Natural and organic is one of the fastest growing sectors of Taiwan's personal care products industry. Some of the ingredients that are showing high demand are natural actives, natural extracts, organic

oils, and essential oils, etc. The major advantage that US suppliers have over Asian manufacturer is that they have developed highly effective chemically-clean products. US suppliers have formulated, developed and launched certified natural and organic personal care products that meet the performance of conventional products, whereas local manufacturers have yet to make these kinds of products.

Baby health and beauty products also have niche opportunities in Taiwan. A few of the most popular imported natural/organic baby products brands in Taiwan include Burt's Bees, Earth Mama Angel Baby, Aveeno Baby, and Baby Organic. Some of the common factors Taiwan parents seek in baby/kids personal care products are: free from artificial scents, colors, and preservatives, paraben-free, talc-free, and products that only have natural/organic ingredients. These factors also apply for the products preferences of mother-to-be and lactating mothers. Fluoride-free organic toothpaste is also becoming popular, though Taiwan companies are currently not manufacturing these products.

Strong marketing is a necessity in Taiwan. In step with global promotions, international companies have spent large sums building brand advertising campaigns using promotions in local TV, newspapers and magazine ads. Important factors for product acceptance and success are brand image and perceived product quality, while price and special features are also rank significant.

### **Market Assessment**

Local consumers have traditionally claimed the suitability of Japanese skin care products to their Asian skin type as the primary reason for their preference of Japanese products over US and European products. SKII, Shiseido, Kose, and Shu Uemura are the most popular Japan-made brands. Both Estee Lauder and L'Oreal have introduced lines of whitening products especially formulated for Asians to combat this misconception.

Proctor & Gamble's Vidal Sassoon, Pantene, and Head & Shoulders are the market leaders in the retail shampoo market and L'Oreal's hair products are the leading hair dye/styling sector products. Johnson & Johnson, Neutrogena, Revlon and Dove are also popular brands. In the professional hair products sector, Paul Mitchell, Matrix, Redken, Aveda and Kerastase dominate the salons. Sales of styling agents and hairsprays have also increased as more consumers spend more effort in varying their hairstyles. The growth of hair coloring and styling products has been fueled by a new generation of consumers. In the past, Taiwan consumers considered fragrance products as luxuries or superfluous. The market has experienced a new wave of interest, in the last couple of years, as foreign suppliers, using strong media influence, successfully introduced several major brands of fragrance products. Light and fresh fragrance products are the preference among local consumers.

Local firms enjoy a strong position in personal hygiene products. Many of their products are supplied from their joint venture factories in China. Taiwanese firms meet less than 15% of the local market demand for personal care products. Taiwan Shiseido, Kiss Me

Cosmetics, Grandglory, and Mesasa are major local suppliers and are limited to the low-end market sector. Of the 111 registered firms engaged in cosmetics manufacturing in Taiwan, 80% are small operations with operating capital of less than US\$1 million. Cost concerns have prompted more than 70% of these firms to shift at least part of their production to mainland China. The others focus on OEM production and exporting to the United States, Middle-Eastern, and Southeast Asian markets.

### Statistical Data

In 2009, imported personal care products met 85% of local demand, as there was very little domestic production for local market. Japan was the largest supplier with a 33.4% share, followed by the U.S. (15.2%), France (13.3%), South Korea (3.8%) and Germany (3.5%).

Statistics: Taiwan's personal care products

Unit: US\$ million

	2008	2009	2010 (e)	Growth Rate
Import Market	1,041.7	1,068.3	1,100.0	2-4
Local Production	323.0	342.0	350.0	
Exports	215.8	216.8	220.0	
Total Market	1,148.9	1,193.5	1,230.0	2-4
Imports from US	154.5	162.2	167.1	4-6

Sources: Industry Technology Intelligence Services (ITIS), Ministry of Economic Affairs 2010

The outlook for sales of foreign-made items should continue to be bright, since imported products are perceived to be superior to domestic brands. Imports are thus projected to increase at a faster rate than overall market growth. Japanese brands entered the market early and their influence has always been especially strong with brands such as Shiseido, Shu Uemura, Kanebo and Kose well recognized. Western brands, including L'Oreal, Estee Lauder and Proctor & Gamble's brand lines are also now well established. South Korea cosmetic and personal care products suppliers are the most aggressive party to expand their personal care products into Taiwan market with huge budget of branding and marketing their products.

### Market Demand

Most recently, leading players have begun to introduce products aimed at different age groups in an attempt to build market segmentation shares. Women 18 - 44 years old (population 4.7 million) represent 70 percent of the consumer base for skin care products. The market for anti-aging skin care products aimed at women aged 35 and older is strong and the prices that upper-end products in this category command reflect increasing levels of disposable income. The consumer base for cosmetics is expanding to include females aged 15 - 24 (population 1.8 million) since this group is starting to use make up products 5 - 8 years earlier than the previous generation of women. High school and college

students have greater purchasing power than ever before and favor fashion and new-to-market products. As a result, many local vendors conduct free skin care/make up seminars in office settings and on college campuses to demonstrate their products.

A small, but growing niche market exists for environmentally friendly and natural-ingredient based products. An increasing interest in environmental issues as well as organic and natural products parallels similar trends in Europe and the United States. This niche offers opportunities for U.S. manufacturers and some companies are aggressively marketing their lines. Aveda, Red Earth, Origins, Kiehl's and Body Shop are all active in this market.

### **Market Entry**

Given the large size and slow, but steady growth of Taiwan's market, there has been a flurry of investment from large cosmetic manufacturers, ingredient companies, and retailers over last two years. Large cosmetic companies such as Estee Lauder, Aveda, Kiehl's, L'Occitane, Aesop, Dr. Bronner's, Nature's Gate, the Body Shop, and Henkel have introduced certified natural and organic cosmetic products. Others like Clarins and L'Oreal have acquired dedicated natural and organic cosmetic companies. Brands like Jason, Burt's Bees, Nature's Gate, Avalon, J.R. Watkins, Dr. Bronner's, Nuxe, and Zero, with organic certified guarantees, have gained favor with local consumers distributing through local chain drugstores. Multi-level marketing is popular in Taiwan and companies such as Nuskin, Amway, and Sunrider are well-accepted brands. Local Taiwan companies have also launched many natural and organic cosmetics products under their private labels in local department stores and specialty stores.

Imported cosmetics and related products face import duties (around 7.5 -10 percent of the C.I.F. value), and a value-added tax (5 percent). Foreign-made personal care products are typically imported to Taiwan through branch offices, agents, or trading companies. Import licenses issued by the Board of Foreign Trade (BOFT) are required for all imported cosmetics-related products.

### **Best Prospects**

In recent years, the Asia-Pacific region has seen a booming cosmetics market with an increasing demand for natural and organic personal care products. In fact, the natural and organic niches are the fastest growing segments of the cosmetics industry, with sales increasing by about 20% a year compared to 2% for cosmetics overall. Increased consumer interest in chemical-free products is driving this surge in demand for natural and organic ingredients.

Taiwan consumers are increasingly knowledgeable about organic certification and natural standards, and foreign-made products are more trusted than local brands, due to local consumer perceptions that international certifications ensure product standards and

quality. The major advantage that European and North American companies have over Asian companies is that they have developed highly effective chemical-free cosmetic products. Manufacturers in these regions have formulated, developed, and launched certified natural and organic cosmetics that meet the performance of conventional products, whereas Asian companies have yet to make such products. Consumers have confidence in the quality of imported products because the local authorities have strict regulations on natural and organic products manufactured overseas to ensure purity and quality. As a result, natural products from foreign suppliers are prominently displayed on the shelves of many chain specialty stores and are well accepted by local consumers. The greatest demand in this market is for facial cream/emulsion/liquid, foundation, lipstick, face covering cosmetics, eye makeup, cleansing cream/tonic, nail-polishes and decorating products, fragrance products and medicated skin care products, especially:

- Whitening Products
- Sunscreen Protection Products
- Anti-ageing Products

Sunscreen protection and whitening products are among the most popular medicated cosmetic items in Taiwan. Many consumers purchase skin care products rather than color makeup. According to one local major distributor's estimate, 35 percent of total sales go to whitening products while one-third of all customers purchase sunscreen protection products regularly.

### **Distribution Channels**

Distribution channels for personal care products are generally divided into following principal categories:

#### 1. Department Stores:

This is the primary channel for high-end and internationally recognized brands. Despite the cost and difficulty of acquiring top quality space and for first floor displays in department stores, this approach is important to the image of quality cosmetic products. This presents additional challenges for new-to-market brand products, which must compete with the existing international brands in this market. Taiwan's 50 major department stores account for approximately 42 percent of total cosmetics sales on the island.

#### 2. Specialty Stores:

This category covers a wide range of drugstores and discount store types, such as Sasa, Marsa, Cosmed, and Watson's. A relatively new phenomenon in Taiwan is the specialty chain store. These outlets have room for brand name discount products from different sources (parallel imports) and new-to-market products. Competitive pricing is the specialty stores' most important attraction. This strategy has secured more than 10 percent

of total cosmetic sales.

### 3. Hypermarkets

Natural/Organic personal care products began to spread among trendy professionals, capitalizing on this trend, many hypermarket malls that previously focused on this kind of products. Furthermore, private labels products saw strong growth through hypermarkets and acceptance is high by the consumers.

### 4. Beauty and Skin Care Salons:

These sales outlets appeal to customers with strong brand loyalty and seek to establish long term relationships with clients who are able to invest in beauty programs. Around 15 percent of cosmetic sales are conducted through this channel.

### 5. Direct Sales:

Direct marketing channels are still developing in Taiwan. "Multi-level marketing" programs offer an increasingly popular way to moonlight to supplement household income. There are estimated 600 "direct sales" businesses in Taiwan, specializing primarily in health foods and cosmetic products - skin care and cleaning products. Firms such as Avon, Amway, Nuskin, Mary Kay, and Sunrider have all successfully tapped the sales skills of the local population. Around 22 percent of total cosmetic sales are conducted through this channel.

### 6. Internet Sales

Taiwan is one of the most wired countries in the world with around 70% of households having high speed internet access at home ranking it the 10th largest in per capital internet usage. Many individuals establish websites to sell brand name personal care products through parallel imports. It is a hot business model which may harm the business with the regular importers. Two major local internet service providers PChome and Yahoo Taiwan have established their shopping websites to sell dietary supplements, cosmetic and toiletries with great success.

### 7. Home Shopping/TV Shopping

This is very popular distribution method for skin care and personal care products. In Taiwan, there are four major players: EHS (Eastern Home Shopping & Leisure), Momo (Fubon Multimedia Technology), Viva TV Homeshopping, and U-Life Shopping Channel on local television. Most of them handle consumer goods, especially dietary supplements and personal care products from local importers but imported from suppliers directly.

## Resources & Contacts

Department of Health: <http://www.doh.gov.tw>

Food & Drug Administration, Department of Health: [www.fda.gov.tw](http://www.fda.gov.tw)

American Chamber of Commerce Taipei: <http://www.amcham.com.tw>

Taiwan Cosmetics Industry Association: <http://www.twcia-cos.org.tw>

Taipei Cosmetic Industry Association: <http://tcia2003.org>

### **For More Information**

The U.S. Commercial Service in Taipei can be contacted via e-mail at [office.tapei@trade.gov](mailto:office.tapei@trade.gov); Phone: 886-2-2720-1550; Fax: 886-2-2757-87162; or visit their website: [www.export.gov/taiwan](http://www.export.gov/taiwan).

## THAILAND

### Summary

The cosmetics market in Thailand is highly competitive. Most international manufacturers and suppliers of cosmetic products are represented in Thailand. All of them invest heavily in promotional campaigns as a way to retain their share of the market and to stimulate the demands. The structure of the market is comprised of four highly competitive sectors: hair care, make-up, skin care and perfume. Overall, cosmetic products from France lead the imported market with 21 percent share. Products from the US are second with a 15 percent share of the total imports. Perfume products from France dominate import market in that sector with a 66 percent share. Channels of distribution for cosmetic products include direct sales, counter sales at department stores and hanging sales at specialty stores. The importation and marketing of cosmetic products is controlled by the Food and Drug Administration Office of the Ministry of Public Health. Approval by this office is required prior to the importation of all cosmetic products.

### Market Demand

The overall growth rate of the cosmetic products market in Thailand for 2012 was 15 percent. The growth rate for 2013 is expected to be at approximately 15 percent due mainly to a more stable economy and an increase in local consumption. In 2012, hair care made up 29 percent of the total market with 17 percent growth as compared with 2011. Make-up products share was at 31 percent with 21 percent growth rate. Skin care products had the highest market share of 35 percent and a growth rate of 12 percent. Finally, perfume had the lowest market share of 5 percent, but this sector came up with significant growth rate of 50 percent.

Consumer behavior and spending on cosmetic products will not change much as beauty and good appearance are still major concerns of most women in Thailand. Most high income customers will adhere to the same brands they are using but will prolong or delay their next purchases. Brand loyalty is still strong among medium- to high-end cosmetic products. Low income customers are expected to switch to a less expensive brand of cosmetic products to maintain their beauty. This is normal as brand loyalty among low income customers is low.

The demand for beauty or make-up preparations and preparations for the care of the skin which include lip sticks, nail polish and face powder is high. In addition, deodorants, antiperspirants, and soaps show strong demand. These categories will remain to be a major focus group of products in the Thai market for some time. Products from the U.S. dominate this sub-sector with an approximately 10 percent share of the market.

Leading international brands include: Estee Lauder, Clinique, Shiseido, Christian Dior, L'Oreal, Olay, Eucerin, La Roche-Posay.

Growing popularity of the cosmetic products specially designed for men have attracted a lot more international manufacturers to enter this market during the past few years. Apart from perfume, other products in this subsector still are limited to deodorant, and facial and skin care.

#### Market share by subsector:

	2012 Mil. US\$	2013 Mil. US\$	2014 Mil. US\$	Projected Growth %	Share % (2012)
<b>Hair Care</b>	450	518	596	15%	29%
<b>Make Up</b>	467	537	618	15%	31%
<b>Skin Care</b>	533	613	705	15%	35%
<b>Perfume</b>	81	93	107	15%	5%
<b>Total</b>	1,531	1,761	2,025	15%	100%

US\$1: THB30

Sources: Industrial Estimate.

#### Market Data

Brand image is a very important marketing factor when marketing high-end cosmetic products in Thailand. Majority of them are marketed through counter sales at department stores. Brand loyalty is very strong in this segment of the market and price competition is very rare. Premiums are used as a promotional tool. Locally produced cosmetic products are mainly geared toward the medium and low-income markets. Most of the products in this segment are marketed through mass marketing where price competition is always high. Brand retention and identification are normally used as advertising strategies in this market. Sampling and premiums are widely used in promotional campaigns.

Anti-aging cosmetic products in both the higher and lower ends of the quality spectrum continue to have a strong presence in the cosmetics market in Thailand. Anti-aging products have become the norm among cosmetic users-both male and female. Females seem to be more receptive to the anti-aging concept than males. Most anti-aging products involve skin care, especially facial care. Anti-aging facial care cream and lotion products do very well with high-end customers with whom price is not usually an issue. Generally, customers understand and accept the relationship between the quality of anti-aging products and the price, where high quality usually correlates to high price.

Thailand remains a strong manufacturer and exporter of shampoos and other hair care products, color cosmetics and skin care products. Local production is mainly geared towards low to medium quality color cosmetics (make-up, lipsticks, nail polish), skin care products (body lotion and bar/liquid soap) and hair care products (mainly shampoo and conditioners). Thai manufacturers of cosmetics are well known for their high quality OEM products. Cosmetic products are available in the country at all levels of quality and

brand recognition ranging from high-end, well-known international brands to low-end, low quality, locally produced brands. Leading international companies that have production facilities in Thailand include Unilever, Procter & Gamble, Colgate-Palmolive, L'Oreal, and Johnson & Johnson.

### Import Statistics

	<b>2012 Mil. US\$</b>	<b>2013 Mil. US\$</b>	<b>2014 Mil. US\$</b>
<b>Total Market Size</b>	1,531	1,761	2,025
<b>Total Local Production</b>	2,577	2,964	3,408
<b>Total Exports</b>	1,504	1,730	1,989
<b>Total Imports</b>	458	527	606
<b>Imports from the U.S.</b>	70	81	93

\*The Thai Customs Department, Ministry of Finance  
Exchange rate: US\$1:THB30

In 2012, imports from France led the import market with a share of 21 percent (\$96 million), followed by the U.S. at 15 percent (\$70 million), Japan at 13 percent (\$61 million), China at 8 percent (\$38 million), the United Kingdom at 4 percent (\$18 million), Germany and Italy at 3 percent (\$13 million), and other countries including Belgium, Spain, Switzerland, Taiwan, and others at 36 percent.

### Best Prospects

Best prospects for cosmetic products from the U.S. include:

- anti-aging facial treatment
- wrinkle free eye treatment
- whitening facial treatment
- whitening body lotion
- high-end make-up and skin care
- organic cosmetic products

### Key Suppliers

Competition between suppliers and distributors of cosmetic products is always strong, especially between manufacturers of medium to low quality body care, skin care and hair care products. Suppliers of said products frequently introduce new marketing strategies as a way to not only retain existing customers but also to capture a greater share of the market by enlarging their customer base.

All leading cosmetic companies invest heavily in promotional campaigns in order to stimulate the market. High-end international brand cosmetic companies use women's

magazines as major advertising means. Premiums and point-of-sale promotional campaigns are also used regularly to stimulate sales. Counter sales at major department stores are the prevailing sales channel and account for approximately 30 percent of total cosmetic sales in Thailand. For medium- and low-end cosmetic products, television is the main venue used in advertising/marketing campaigns. Free sampling and giveaways are the two leading promotional strategies used to introduce new products and to stimulate sales of existing products. Unilever and Procter & Gamble are the country's all time leading spenders on advertising. The major channels of distribution for medium and low quality cosmetic products are discount, drug, and convenience stores as well as direct sales agents.

Use and promotion of herbal ingredients in cosmetic products have gradually died down. The market has been fully turned to promote whitening property in the cosmetic products. The inclusion of a whitening agent in facial and body care products is widely accepted by Thai buyers and for this reason, has become a highly popular marketing tool. The increasing popularity of spa treatment among locals and foreigners has created new demands for OEM contract manufacturing of cosmetics specially designed for spa consumption.

The overall growth potential for the cosmetic products during the next three years (2013-2014) is optimistically expected to be at approximately 15 percent. With an approximated customer base of 20 million (women between 15 and 55 years of age—mostly salaried workers), Thailand's market for cosmetic products has a strong group of potential buyers.

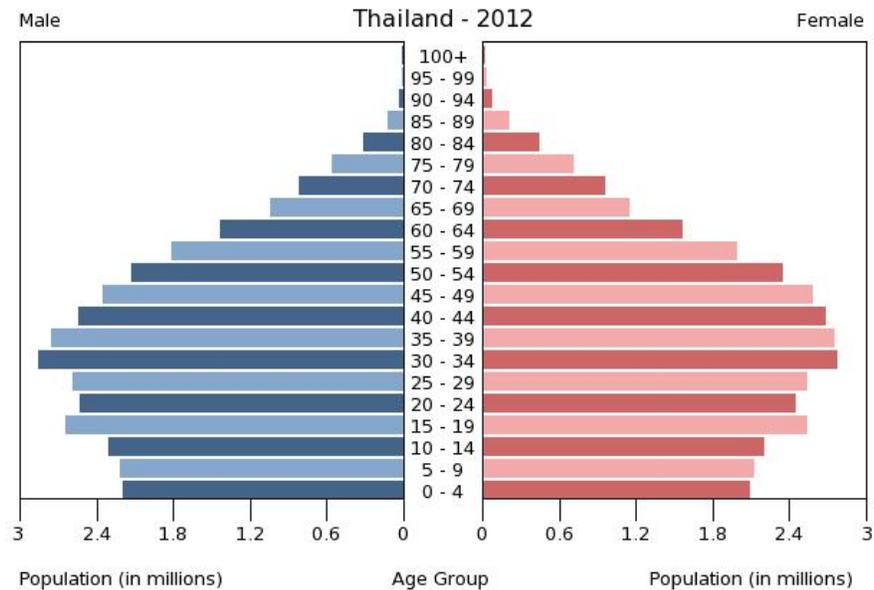
### **Prospective Buyers**

In 2013, Thailand reported approximately 47.7 million inhabitants in the age range of 15 to 64 years of age. The female to male ratio of this segment was almost evenly split at 50 percent for each group, 23.6 million men and 24.1 million women. These 47.7 million people form the major customer and potential consumer base of the Thai cosmetic products market. The demographic can be broken down further into three categories.

**15 to 24 years of age:** There are approximately 10.2 million people in this age range, representing 21 percent of the total 47.7 million potential customers. There are approximately 5 million females and 5.2 million males in this demographic. Given their young age, most of these people may still be in school, have junior employment status and may not make very much money. This group of potential buyers is likely to fall in the low to medium quality/price range group of cosmetic products consumers.

**25 to 54 years of age:** There are approximately 30.8 million people in this age range, representing 65 percent of the total potential customers. There are 15.6 million females and 15.2 million males in this group of potential buyers. They are of a mature, working age group with mid-level to senior management. They are considered a good prospect within the medium to high quality cosmetic products market.

55 to 64 years of age: There are a total of 6.7 million people (3.2 million male, 3.5 million female) in this age range, representing 14 percent of the total potential customers. This group of people represents great consumer potential for high quality/price cosmetic products. Medium quality/price cosmetic products also enjoy great potential with this demographic.



Source: [https://www.cia.gov/library/publications/the-world-factbook/population/populationtemplate\\_TH.html](https://www.cia.gov/library/publications/the-world-factbook/population/populationtemplate_TH.html)

## Market Entry

Direct sales (60 percent) - direct selling has been very popular and is expected to remain a major marketing channel for cosmetic products in Thailand for many years to come. Direct selling is the most effective way of introducing new medium and low-end cosmetic products to the market. In the direct sales channel, price is more attractive than product quality. Some of the international direct-sale companies operating in Thailand include: Amway, Avon, Herbal Life, Nu Skin, Nu Life, Nature's Best, NutriMetic.

Counter sales (30 percent) - this is a standard venue for marketing high quality/price and internationally well-known brands of cosmetic products. There are 108 department store locations concentrated in major cities including Bangkok, Chiangmai, Cholburi, Nakornratchasima, Phuket, and Songkhla. Major department stores include: Central Department Store Department Stores (14 stores), Robinson Department Store (30 stores), The Mall Department Stores (8 stores), Emporium (1 store), Siam Paragon (1 store), ZEN (1 store), Tang Hua Seng (1 store).

Hanging sales (10 percent) - this channel is directed toward young buyers and the mass market for medium and low-end cosmetic products. Major players in this sector include: Boots, Watson, Red Earth, TOPs Supermarket, Big C, Carrefour, Tesco Lotus. Major

brands of cosmetic include: Mary Kay, Maybelene, Oil of Olay, Johnson & Johnson, Procter & Gamble, and Unilever.

One of the requirements by the Thai FDA in registering a cosmetic product is a local contact address. This requirement limits international suppliers to two choices: either set up an office in Thailand or appoint local market representation. The use of distributors or agents to import and market cosmetic products is common business practice. A distributor or agent in Thailand facilitates market entry and fulfills the Thai FDA's requirement of a local contact address before an applicant may register a cosmetic product. Generally, the distributor or agent will consider product registration as part of their job when representing international manufacturers.

Local distributors or agents not only provide an established relationship with buyers and end-users, they also provide assistance and service to international manufacturers. Said assistance normally includes product registration with the Thai FDA, customs clearing at port of entry, warehousing and product logistics, and marketing promotions. The distributor/agent in Thailand prefers an exclusive rights arrangement. There are several reasons for this preference. The leading reason is to avoid the price cutting practice that always takes place given the presence of multiple representatives. The other reason is the increased investment of efforts and promotional activities by the distributor in marketing the products. With the presence of multiple representations each distributor will more than likely hesitate to invest in any form of promotion. It makes more sense to work with a distributor or agent, under realistic distributorship terms and conditions, in order to build up the business in Thailand.

### Market Issues & Obstacles

The importation of cosmetic products is controlled by the Thai Food and Drug Administration (FDA) of the Ministry of Public Health. Product registration is required prior to the actual importation and marketing of the cosmetic products. The registration process is not complicated, but may take one to two months time. The basic documents required by the Thai FDA include:

- 1) A notarized Certificate of Free Sale or a Certificate of Manufacture issued by the manufacturer in the manufacturing country (United States)
- 2) A full ingredient/composition listing as issued by the manufacturer

Both documents have to be notarized and legalized either by the Thai Consulate in Washington, DC or the American Embassy in Bangkok, Thailand.

### Import Duty

HS Code No.	Descriptions	Duty Rate (%)
3303	Perfume	30
3304	Make Up Products & Lotion	30

3305	Hair Care Products	30
3307	Shaving Products and Deodorant	30

### Trade Events

Name: Thailand Health & Beauty Show 2013 (Thai HBS 2013)

Date: July 25 - 28, 2013

Venue: BITEC, Bangkok, Thailand

Website: [www.thaitradefair.com](http://www.thaitradefair.com), [www.hbsfair.com](http://www.hbsfair.com)

### Resources & Contacts

Official contacts for import authorization and registration of cosmetic products are:

Food and Drug Administration

Ministry of Public Health

Royal Thai Government

Tivanont Road

Muang, Nonthaburi 11000

Thailand

Phone: 662-590-7003

Fax: 662-591-8636

E-mail: [boonchai@fda.moph.go.th](mailto:boonchai@fda.moph.go.th)

Dr. Boonchai Somboonsook-Secretary General

Cosmetic Control Division

Food and Drug Administration

Ministry of Public Health

Tivanon Road

Muang, Nonthaburi 11000

Thailand

Tel: 662-590-7169, 662-590-7441

Fax: 662-591-8468

E-mail: [netnat@fda.moph.go.th](mailto:netnat@fda.moph.go.th)

Ms. Koonnaporn Tangjuthachai – Director

### For More Information

The U.S. Commercial Service in Bangkok, Thailand can be contacted via Ms. Kornluck Tantisaeree at email: [ktantisa@trade.gov](mailto:ktantisa@trade.gov); Phone: 662-205-5242; Fax: 662-255-2915; or visit their website: [www.export.gov/thailand](http://www.export.gov/thailand).

## UNITED ARAB EMIRATES

### Summary

The UAE's beauty and cosmetics market is growing fast with overall spending expected to reach \$1.3 billion (Dh4.77 billion) by 2017. The value of imports is projected to increase primarily due to great emphasis on personal grooming and good looks. Such spending is driven not just by mere vanity, but also high consumerism, increased "discretionary" personal incomes and a strong social pressure on wellness.

Accordingly, sales of beauty products benefit from a number of factors, including high disposable income levels in the country, a strong shopping culture, travelling often and being exposed to global lifestyle and trends, and huge influx of tourists. The high demand can also be attributed to the rising trend of men beginning to use a widening range of beauty and personal care products.

Cosmetics is, therefore, one of the fastest growing preferred consumer retail categories in the UAE, and the booming market offers promising opportunities for quality U.S. brands. The market has seen a lot of foreign entrants to the market within the last two decades and with the organized retail in the UAE getting further established, it is also creating a demand for more imported cosmetics products. France, Germany, U.K. and the United States have been the traditional suppliers with imports gradually increasing from Turkey, India, China, Thailand, and Eastern European Countries in recent years.

### Market Demand

The UAE cosmetics industry's growth is driven by a number of factors, including increasing beauty awareness, high spending power, and wide offerings of beauty and skin care products across international brands. According to industry estimates, in 2012, UAE consumers spent the most on mass cosmetics – 43 per cent, premium cosmetics were the second-most popular – 27 per cent, followed by fragrances – 19 per cent and hair care – 11 per cent.

During that year, the skin care segment had seen a major growth, with both women and men opting to buy more anti-ageing, eye-contouring, sun protection, hair loss, and anti-cellulite products. A trend that's catching up lately is compelling companies to shift from investing in moisturizing creams with skin whitening features to see more toners and anti-ageing creams with similar features.

The organic cosmetics industry and the premium hair products also went up 30 per cent and 25 per cent respectively during that period. It is expected that both sectors will continue to see double-digit growth in the future. The increased preference for "Halal" cosmetics products is compelling local and international companies to adopt business strategies accordingly.

## Market Characteristics

In the UAE, the beauty sector comprising of cosmetics and well-being products, hair products, fragrances, etc. has been growing because of multi factors. Firstly, the harsh climatic conditions contribute to the demand for hair and skin care products in order to protect against dryness and damage. Secondly, change in population dynamics and growing income class has also led to disproportionate spending on luxurious beauty products. With young and largely “fashion conscious” population, there is a growing trend towards consumer urbanization and higher spending propensity. Finally, population increase coupled with rise in income has led to growth of the number of spas. The spa culture can also be attributed to increased tourism that the country has lately seen.

Apart from the above, the wide demographic spread in the UAE has compelled companies to import widespread range of products from across the price spectrum. The cosmetics and perfumes sector is thus one of the most competitive, innovative and dynamic sectors. This is mainly due to the current trend to increasingly accept premium beauty care products as an “affordable luxury” by both men and women in the UAE.

## Local/Regional Content Requirements:

Cosmetics products entering UAE will have to abide by safety regulations imposed by the Emirates Authority for Standardization and Metrology (ESMA) from time to time: <https://www.esma.ae/e-store/Default/ICSSStandards.aspx?ID=1277>. A cosmetic product, by definition, means any substance or preparation intended to be placed in contact with external parts of human body. Any product that is used to clean, to keep in good condition, to protect, to correct body odors, to perfume or change one’s appearance, etc. is considered a cosmetic product.

However, exporters need to exercise care when dealing in “borderline” products (with medicinal claims) that might be classified as cosmetic products elsewhere, but in the UAE such products might require prior approval of the Ministry of Health.

Broadly, the cosmetic sector includes:

- Creams, emulsions, lotions, gels and oil for skin
- Face masks
- Make-up powders, after-bath powders, hygiene powders
- Tinting bases
- Toilet soaps, deodorant soaps
- Perfumes, eau de colognes, deodorants and antiperspirants
- Bath and shower preparations
- Depilatories
- Hair care/dressing products, hair tints and bleaches
- Products of waving, straightening and fixing
- Settling products

- Cleansing products
- Conditioning products
- Shaving products
- Make-up/removing-up products
- Products for application on lips
- Products for care of teeth and mouth
- Products for external intimate hygiene
- Sunbathing products
- Products for tanning without Sun
- Skin-whitening products; and
- Anti-wrinkle products

### **Market Entry**

Key factors to successfully entering the beauty and cosmetics market in the UAE include careful research and analysis of existing sales channels and consumer preferences, which will allow U.S. companies to determine the pricing structure, the product mix and brand positioning. Finding right partners who have knowledge of the local market and reach is of utmost importance because only local companies or foreign companies with representatives are generally permitted to do business here.

The U.S. Commercial Service (USCS) in the UAE offers customized solutions to help your business enter and succeed in the local market. To identify potential agents or distributors here, U.S. companies can take advantage of our matchmaking, [Gold Key Service](#) and [International Partner Search](#) support service. To conduct background checks on potential partners, U.S. companies can also take advantage of the Commercial Service's [International Company Profile](#).

U.S. companies interested know more about the services offered by Commercial service in the UAE may contact their nearest Assistance Center - <http://www.export.gov/eac> located in the U.S.

*Label Assessment:* Dubai Municipality approval for cosmetics labeling is mandatory before any products enters the market - [Cosmetics Label Assessment](#). Companies will have to submit a [Requesting Form](#) along with samples.

*Registration Procedure:* Cosmetics products entering the country through Dubai must get the products registered by the Dubai Municipality - [Cosmetics Registration Procedure](#).

*Technical Guidelines:* The Dubai Municipality conducts laboratory tests to ensure that products entering the country meetings requirements as specified by ESMA - [Technical Guidelines](#).

*Import tariffs:* UAE import tariff on cosmetics is currently 5 per cent. There is no sales tax, value added tax or other similar levies applicable on goods that are sold locally.

Export procedure and documents required: The following documents are required for UAE Customs clearance:

1. Import goods declaration.
2. Delivery order.
3. Original bill of lading.
4. Original or authenticated copy of the invoice.
5. Original or copy of the certificate of origin.
6. Packing list with HS codes

### **Best Products/Services**

According to sector analysts, perfumes, eye and facial make-up products, lip make-up, facial moisturizers, nourishing, anti-ageing products, skin whitening, etc., tend to lead the sector, followed by hair care, oral/dental hygiene and bathing products.

### **Opportunities**

There are a number of areas within the cosmetics and personal care sectors where increased opportunities might prevail. While perfumes, beauty, make-up and skin care products would most likely continue to rule the sector; perfumed bath products, hair preparations and room perfuming/ deodorizing products might see consistent growth in line with improved quality of life. Also, since men make up of around three quarters of the UAE population, products aimed solely at men show good potential. So do products that successfully tap ethnic sensitivities and professional products e.g. halal, salon, spa products.

In addition, with the growth in eco-consumerism, a strong demand for green and natural products is expected to remain. Even demand for anti-ageing products, which has witnessed increased acceptability in the last few years, is expected to continue.

### **Challenges**

While the current trend of eco-friendly products is likely to put cost pressures on manufacturers; stiff competition, new product innovation, wide choice of products and aggressive marketing being adopted by major companies provides obvious challenge for US Companies. In addition, the need for products to comply with the UAE cosmetics products regulations viz. labeling, ingredients, etc. might deter new companies from entering the UAE Market. Also, with the introduction of ESMA Standards for cosmetics in the UAE and Halal Cosmetics, U.S. companies will do well to proactively prepare for the changes.

**Trade Events**

- Beyond Beauty Arabia – Abu Dhabi & Dubai - [www.beyondbeautyarabia.com](http://www.beyondbeautyarabia.com)
- Beauty Secrets Exhibition – Abu Dhabi - [www.al-hader.com/index.php](http://www.al-hader.com/index.php)
- Beautyworld Middle East – Dubai - [www.beautyworldme.com](http://www.beautyworldme.com)

**Resources & Contacts**

- Ministry of Economy: [www.economy.ae](http://www.economy.ae)
- Federal Customs Authority: [www.customs.ae](http://www.customs.ae)
- Dubai Municipality: [www.dm.gov.ae](http://www.dm.gov.ae)
- Consumer Product Laboratory Section - Dubai Central Laboratory Department - Dubai Municipality, P.O. Box 67, Dubai, UAE. Tel: +971 4 33 69 900; Fax: +971 4 33 66 399; E-mail: [labs@dm.gov.ae](mailto:labs@dm.gov.ae); Website: [www.dm.gov.ae](http://www.dm.gov.ae)
- Sharjah Municipality, Environmental Lab Section, Tel: +971 6 506 8366; Fax: +971 6 506 8336; Website: [www.shjmun.gov.ae](http://www.shjmun.gov.ae)

**For More Information**

The U.S. Commercial Service in the UAE can be contacted via e-mail at: [Ashok.Ghosh@trade.gov](mailto:Ashok.Ghosh@trade.gov) in Dubai and [Manal.ElMasry@trade.gov](mailto:Manal.ElMasry@trade.gov) in Abu Dhabi. Additional information is also available on our website: [www.export.gov/UAE](http://www.export.gov/UAE).

---

Note: Information from acquired sources is subject to changes.

---

## VIETNAM

### Market overview

The cosmetics sector in Vietnam is still developing. Presently, the sale of cosmetics and beauty products is largely uncontrolled and is plagued by a wide range of fake, mislabeled, and smuggled products. The Vietnamese cosmetics market is highly price sensitive and full of low cost “knock-offs”. International cosmetic giants must contend with these challenges when entering the market with their premium products. Vietnamese consumers typically spend about VND 45,000 (about US\$3) per year for cosmetics purchase at local street shops. Similar beauty products sold at department stores, supermarkets, and specialty cosmetics shops cost roughly twice as much.

Vietnamese consumers spent US\$82 million on beauty and skin care products in 2006. Illegal and unofficial imports are estimated to account for as much as 60 percent of these sales in Vietnam. Currently, Vietnamese women spend US\$3 – 4 per capita on cosmetics and beauty products per year. By contrast, other Asian countries spend the following amount per capita: Taiwan (US\$41.7), Korea (US\$40.9), Hong Kong (US\$35.7), Thailand (US\$19.5) and China (US\$10).

Consumer tastes and preferences for more sophisticated products are maturing and shifting towards quality brand names. This is especially so with younger consumers. Foreign companies already in Vietnam recognize the market’s future potential and are advertising aggressively. To capture more market share, local manufacturers are investing in more research and development, as well as marketing and distribution activities to compete with superior international brands. This growing and rapidly developing market offers numerous opportunities for American companies in the following segments: finished beauty products, raw cosmetics material and manufacturing technologies and related equipment for beauty products.

### Market Size

It is estimated that 90-95 percent of the market for international cosmetics products in Vietnam is centered in the most cosmopolitan areas of the country, including Ho Chi Minh City in the south and Hanoi in the north. Relatively few sales of international cosmetics occur outside of these cities.

Vietnamese consumers are still not as familiar with American brand cosmetics compared with cosmetics from other countries. Additionally, local production of brand and non-brand cosmetic products is low compared with the level of imported beauty products. The market share for cosmetics products by foreign countries is as follows: Korea - 30%, EU - 23%, Japan - 17%, Thailand - 13%, US - 10%, and others - 7%.

### **Best Prospects**

There are hundreds of locally produced brands and other low prestige cosmetics labels from China, Thailand and Taiwan, targeted towards the mass of low-income consumers. Foreign make-up and skin care products are steadily gaining in popularity among Vietnamese consumers. Sales of skin care products are expected to grow at around 10-15 percent annually over the next three years, as this previously untapped market segment becomes cluttered with more and more foreign and domestic brands. Although Vietnamese consumers still prefer skin care products from Europe and Japan, locally produced products account for more than 50 percent of the market for skin care products. The Vietnamese market for make-up products has transformed into a highly segmented one: development, distribution, and market positioning of such products are being targeted to consumer segments based on income, age, gender and profession. This contrasts with an earlier one-size-fits-all product offering evident less than a decade ago. Make-up products are expected to grow by approximately 7 percent per year over the next three years, with increasing demand for make-up products from Korea and Japan.

### **U.S. Market Position**

U.S. cosmetics brands are generally well accepted by Vietnamese consumers. Brands such as Maybelline, Revlon, and Clinique have done well. Vietnamese consumers have not yet been exposed to many higher end brands, such as M.A.C., Guess and Estee Lauder. Given the limited exposure of Vietnamese consumers to American brands, most consumers are still uncertain where U.S. products rank in terms of prestige among beauty products. Several high-end U.S. cosmetics brands are available in the local market due to smuggling, even though there is no advertising and promotional support to develop their market share or to cultivate brand awareness. In sum, the market potential for future sales of US cosmetics is good. Brand awareness is starting to grow and local consumers are steadily spending more on cosmetics and beauty products.

### **Distribution Practices**

Once suitable local distribution partners have been identified and selected, an effective distribution strategy must be formulated and implemented. There are three options:

1. Exclusive national distribution: Identifying and selecting a national distribution company to be the only licensed wholesaler in Vietnam.
2. Non-competing regional distribution: Identifying and selecting different distribution companies to be the only licensed wholesalers in each of the two primary local markets, Ho Chi Minh City and Hanoi.
3. Nationally tiered distribution: Identifying and selecting a primary national distribution company to resell to secondary or regional wholesalers.

Since the market in Ho Chi Minh City for cosmetics and beauty products is much larger than that of Hanoi, it is advisable to select a primary distribution company based in Ho Chi Minh City.

However, to serve the Hanoi market, a separate sales agent may be required because of the market's different characteristics.

## **Regulation & Taxation**

### ***Regulation:***

Imported cosmetics and beauty products must be registered with the Ministry of Health (MoH) for quality assurance and identification purposes. The foreign party should have a contract with a local company that allows the foreign company to change the registration status of previously imported goods as well as any future imports to a different local distributor with appropriate notice if any problems should arise between the foreign exporter and the initial local distributor. The process of product registration is complex and often confusing to a foreign company. Local distributors are more familiar with the local requirements and for that reason can handle product registration easier and more efficiently.

#### Company registration

There are no regulations requiring foreign companies to obtain registration prior to exporting cosmetics to Vietnam.

#### Product registration

For products that fall under the cosmetic categories specified above, the exporter or importer must register the product with the MOH for quality assurance purposes. A permit must be obtained from the MOH to import the initial samples required for the health and safety inspections and quality assurance registration.

The term "cosmetics" encompasses "all substances or manufactured preparations used for direct application to external areas of the human body or to the teeth, gums or lining of the mouth with the sole or main purpose of cleansing, perfuming, changing appearance and body odor, and preserving or maintaining the body in a good condition"

The following items are classified as cosmetics that directly affect human health and welfare and are required to be registered for quality assurance purposes with the MoH for distribution and circulation within Vietnam:

- products applied to the skin (hand, face and legs) being creams, liquids, solutions, gels and oils;
- face masks (except for products not containing any chemical substance);
- all substances with a color foundation (in the form of liquid, paste or powder);
- make-up powders, powder used after showering, hygiene powders;
- hygiene soaps, deodorant soaps;
- perfumes, hygiene scents and fragrances;

- products used when showering and washing (salts, soaps, shampoos, gels);
- hair removal products;
- deodorant products for the body and anti-perspiration deodorants;
- hair care products, such as: hair coloring products, hair color removal products; hair waving products, products to stretch and set hair; permanent wave products; hair cleansing products (solutions, powders and shampoos); hair nourishing products (solutions, creams and shampoos); hair beauty products (solutions, gels and pomades);
- products used when shaving beards (creams, soaps and solutions);
- beauty products for the face and eyes;
- lipsticks;
- teeth and mouth care products;
- fingernail and feet care products;
- personal hygiene products for ladies;
- sunscreen and sun tanning products;
- anti-ultraviolet ray protection products;
- skin whitening products;
- face care (anti-wrinkling) products.

***Taxation:***

The Vietnamese Value Added Tax (VAT) is ten percent. The tariff rate is reduced from 50 to 30 percent for perfume and fragrant lotion from the U.S, from 50 to 20-30 percent for cosmetics. The import duty on cosmetics products is calculated on the CIF value of the shipment. The VAT tax on imported goods is based on their CIF value plus the assessed import duty.

**For More Information**

The U.S. Commercial Service in Hanoi, Vietnam can be contacted via e-mail at [Ngo.phuong@trade.gov](mailto:Ngo.phuong@trade.gov); Phone: (84-4) 3850-5199; Fax: (84-4) 3850-5064.

The U.S. Commercial Service in Ho Chi Minh City, Vietnam can be contacted via email at [Nguyen.huong@trade.gov](mailto:Nguyen.huong@trade.gov); Phone: (84-8) 3825-0490; Fax: (84-8) 3825-0491; or visit their website: [www.export.gov/vietnam](http://www.export.gov/vietnam).

**U.S. CONTACT LIST FOR COSMETICS/TOILETRIES INDUSTRY**

For more information on exporting cosmetics and toiletries to the markets in this report, please contact the U.S. Department of Commerce Export Assistance Center Cosmetics/Toiletries Trade Specialist nearest to you.

Mr. Warren Anderson  
International Trade Specialist  
St. Louis  
Ph: 314-260-3785  
Fax: 314-260-3792  
Warren.anderson@trade.gov

Mr. Jorge Arce  
Office Director  
Jacksonville  
Ph: 904-232-1270  
Fax: 904-232-1271  
Jorge.Arce@trade.gov

Ms. Leticia Arias  
International Trade Specialist  
Los Angeles (West)  
Ph: 310-235-7204  
Fax: 310-235-7220  
Leticia.arias@trade.gov

Ms Amanda Ayvaz  
International Trade Specialist  
Trade Event Programs  
Ph: 202-482-0338  
Fax: 202-482-7801  
Amanda.ayvaz@trade.gov

Mr. Matt Baker  
International Trade Specialist  
North Texas  
Ph: 817-684-5347  
Fax: 817-684-5345  
Matt.baker@trade.gov

Ms. Amy Benson  
Office Director  
Boise  
Ph: 208-364-7791  
Fax: 208-334-2631  
Amy.benson@trade.gov

Ms. Andrea Berton  
International Trade Specialist  
Minneapolis  
Ph: 612-348-1639  
Fax: 612-348-1650  
Andrea.berton@trade.gov

Ms. Maryavis Bokal  
Senior International Trade Specialist  
Irvine  
Ph: 949-660-1879  
Fax: 949-660-1338  
Maryavis.bokal@trade.gov

Mr. Allan Christian  
Senior International Trade Specialist  
Portland OR  
Ph: 503-326-5450  
Fax: 503-326-6351  
Allan.christian@trade.gov

Ms. Kathryn Dye  
International Trade Specialist  
Fort Lauderdale  
Ph: 954-356-6621  
Fax: 954-356-6644  
Kathryn.Dye@trade.gov

Ms. Martina Echevarria  
Ph: 305-526-7425, Ext. 26

Export Assistance Specialist Miami	Fax: 305-526-7434 Martina.Echevarria@trade.gov
Mr. Andrew Edlefsen USEAC Director Las Vegas	Ph: 702-388-6694 Fax: 702-388-6469 Andrew.Edlefsen@trade.gov
Mrs. Sandra Edwards Director Raleigh	Ph: 919-281-2751 Fax: 919-281-2754 Sandra.edwards@trade.gov
Mr. Glenn Ferreri International Trade Specialist Jackson	Ph: 601-373-0849 Fax: 601-373-0959 Glenn.ferreri@trade.gov
Ms. Anna Flaaten Senior International Trade Specialist Phoenix	Ph: 480-884-1673 Fax: Anna.flaaten@trade.gov
Ms KL Fredericks USEAC Director Harlem	Ph: 212-860-6200 Fax: 212-860-6203 KL.Fredericks@trade.gov
Mr. Todd Gerken Director Savannah	Ph: 912-652-4204 Fax: 912-652-4675 Todd.Gerken@trade.gov
Mr. Daniel Giavina International Trade Specialist San Francisco	Ph: 415-705-2281 Fax: 415-705-2299 Daniel.giavina@trade.gov
Mr. Daniel Giavina International Trade Specialist North Bay	Ph: 415-485-6200 Fax: 415-485-6219 Daniel.giavina@trade.gov
Ms. Jessica Gordon International Trade Specialist Jackson	Ph: 601-373-0784 Fax: 601-373-0959 Jessica.Gordon@trade.gov
Mr. Anthony Hill International Trade Specialist Sacramento	Ph: 916-566-7011 Fax: 916-566-7123 Anthony.Hill@trade.gov
Mr. Bobby Hines International Trade Specialist Los Angeles (Downtown)	Ph: 213-894-4231 Fax: 213-894-8789 Bobby.hines@trade.gov
Mr. Rod Hirsch	Ph: 510-273-7350

USEAC Director Oakland	Fax: 510-273-7352 Rod.Hirsch@trade.gov
Ms. Nyamusi Igambi Senior International Trade Specialist Houston	Ph: 713-209-3112 Fax: 713-209-3135 Nyamusi.Igambi@trade.gov
Mr. Eric Johnson Senior International Trade Specialist Atlanta	Ph: 404-815-1750 Fax: 404-347-0002 Eric.johnson@trade.gov
Ms. Desi Jordanoff International Trade Specialist OIO-WH	Ph: 202-482-2390 Fax: 202-219-9207 Desi.jordanoff@trade.gov
Mr. Janis Kalnins Senior International Trade Specialist Las Vegas	Ph: 702-219-7461 Fax: 702-388-6469 Janis.kalnins@trade.gov
Ms. Iris Kapo International Trade Specialist Philadelphia	Ph: 215-597-6127 Fax: 215-597-6123 Iris.kapo@trade.gov
Mr. Brendan Kelly Senior International Trade Specialist Houston	Ph: 713-209-3113 Fax: 713-209-3135 Brendan.kelly@trade.gov
Ms. Kendra Kuo USEAC Director Grand Rapids	Ph: 616-458-3564 Fax: 616-458-3872 Kendra.kuo@trade.gov
Ms. Pompeya Lambrecht Senior International Trade Specialist Northern Virginia	Ph: 703-756-1707 Fax: 703-756-1701 Pompeya.Lambrecht@trade.gov
Mr. Robert Leach USEAC Director Knoxville	Ph: 865-545-4637 Fax: 865-545-4435 Robert.leach@trade.gov
Mr. Shirreef Loza International Trade Specialist Raleigh	Ph: 919-281-2752 Fax: 919-281-2754 Shirreef.loza@trade.gov
Ms. Cindy Ma International Trade Specialist Oakland	Ph: 510-273-7351 Fax: 510-273-7352 Cindy.ma@trade.gov
Ms. Carmela Mammias	Ph: 212-809-2676

USEAC Director New York	Fax: 212-809-2687 Carmela.mammas@trade.gov
Mr. Dusan Marinkovic Senior International Trade Specialist Indianapolis	Ph: 317-582-2300 Fax: 317-528-2301 Dusan.Marinkovic@trade.gov
Mr. Tony Michalski Senior International Trade Specialist Inland Empire	Ph: 909-390-8469 / 909-717-1811 Fax: 909-390-5315 Tony.michalski@trade.gov
Ms. Patricia Molinaro International Trade Specialist Northern New Jersey	Ph: 973-645-4682 Ext. 212 Fax: Patricia.molinaro@trade.gov
Ms. Sandra Necessary USEAC Director Santa Fe	Ph: 505-231-0075 Fax: 505-827-0211 Sandra.Necessary@trade.gov
Ms. Suzette Nickle Senior International Trade Specialist Denver	Ph: 303-844-6623 ext 216 Fax: 303-844-5651 Suzette.nickle@trade.gov
Ms. Young Oh Senior International Trade Specialist Seattle	Ph: 253-973-5386 Fax: 206-553-7253 Young.oh@trade.gov
Ms. Julie Osman Senior International Trade Specialist San Diego	Ph: 858-467-7037 Fax: 858-467-7043 Julie.Osman@trade.gov
Ms. Christian Parisi International Trade Specialist Tucson	Ph: 520-670-5809 Fax: 520-622-5039 Christian.parisi@trade.gov
Mrs. Pam Piagens Senior International Trade Specialist Houston	Ph: 713-209-3106 Fax: 713-209-3135 Pam.piagens@trade.gov
Ms. Diana Poli International Trade Specialist St. Louis	Ph: 314-260-3785 Fax: 314-260-3792 Diana.Poli@trade.gov
Mr. Raimundo Prat International Trade Specialist Materials/Machinery	Ph: 202-482-0810 Fax: 202-482-0378 Raimundo.Prat@trade.gov
Mr. James Pruitt	Ph: 202-482-5315

International Trade Specialist OCEA	Fax: 202-482-1576 James.Pruitt@trade.gov
Mr. Steve Recobs USEAC Director Houston	Ph:713-209-3105 Fax: 713-209-3135 Steve.Recobs@trade.gov
Mr. Alan Richel Senior International Trade Specialist Houston	Ph: 713-209-3123 Fax: 713-209-3135 Alan.Richel@trade.gov
Mr. Glen Roberts USEAC Director Fresno	Ph: 559-348-9858 Fax: 559-278-6964 Glen.Roberts@trade.gov
Mr. David Spann USEAC Director Memphis	Ph: 901-544-0930 Fax: 901-543-3510 David.Spann@trade.gov
Mr. Patrick Spence Senior International Trade Specialist Nashville	Ph: 615-736-2225 Fax: 615-736-2226 Patrick.Spence@trade.gov
Mr. Robert Stackpole Director Birmingham	Ph: 205-731-1333 Fax: 205-731-0026 Robert.stackpole@trade.gov
Mr. Gerald Vaughn USEAC Director Ventura County	Ph: 805-488-4844 Fax: 805-488-7801 Gerald.Vaughn@trade.gov
Ms. Anita Walker International Trade Specialist Pontiac	Ph: 248-975-9609 Fax: 248-975-9606 Anita.Walker@trade.gov
Ms. Rochelle Williams International Trade Specialist San Diego	Ph: 858-467-7039 Fax: 858-467-7043 Rochelle.Williams@trade.gov
Ms. Gabriela Zelaya International Trade Specialist San Jose CA	Ph: 408-535-2757 ext 107 Fax: 408-535-2758 Gabriela.Zelaya@trade.gov