

Cosmetics japan marketing assignment

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Recent years have seen growing demand levels for natural products containing vitamins and minerals and consequently there is strong domestic and overseas interest in Australia's natural skincare products, which use local botanical ingredients such as tea tree and eucalyptus. The rise of 'ethical consumerism' is also influencing demand, as a growing number of consumers take into account the ethical, social and environmental consequences of their purchases. Key growth areas are hair products, men's grooming products, baby products, dermatological products, aromatherapy, natural products and sun care.

Beauty salons and spas are also a growing trend in Australia and internationally, and Australian companies successfully exporting in this rear include Heritage Healers, Lydia Jordan, Janssen, Appellative, Laity's and Simplicity. For those who want a more scientific approach, many Australian cosmetic products are based on research undertaken by Australia's Commonwealth Scientific and Industrial Research Organization (CAIRO), including lines produced by Ultrasonic's and Beta Listen.

Other companies such as Skin Doctors, Marveling and Clear Skin Care produce dermatologist-based lines. Many Australian cosmetic companies showcase their products at the annual Comprise trade fairs in Italy and Asia (Sited Cosmetics, Perfume and Toiletries Manufacturing in Australia: Market Research Report BY Fishbowls June 2013 [http://www. Fishbowls. Com. AU/industry/default. Asps? Undid= 191](http://www.Fishbowls.Com.AU/industry/default.Asps?Undid=191) Industry Analysis & Industry Trends The Cosmetics, Perfume and Toiletries Manufacturing industry covers companies involved in the upstream manufacture of cosmetic and toilet

preparation products, including cosmetics, perfumes, deodorants, lotions, creams and hair-care products.