Enthusiasm for Cosmetics and Advertising in Japan

Japanese women have been driven to pursue their beauty ideals through cosmetics over years. Advertising has played a key role to manipulate and convey their beauty ideals. It has significant influence on the consumption of cosmetics in Japan. Reflecting social backgrounds, cosmetic companies succeeded in growing Japan as one of the largest cosmetic markets in the world from 1945 to the 1980s. They showed American styles as an ideal beauty in the 1950s when American culture dominated Japanese people's mind. However, they gradually started developing Japanese beauty ideals in the 1960s and the 1970s when Japan prospered from the economic growth. In the 1980s, they produced and provided various patterns of beauty ideals to increase the consumption because the Japanese enjoyed prosperity from the economic growth and the bubble economy. Knowing the history of advertising in the cosmetic industry in Japan, it can be said that using Japanese models and anti-aging products would be a key to increase the consumption of cosmetics in Japan.