

〈シンポジウム〉

機能を持つ化粧品に期待すること

新規機能性化粧品のもたらす市場の活性化

——消費者が化粧品に期待すること——

菅沼 薫*

Market Activation Evoked by New Functional Cosmetics

——Consumer's Anticipation for Cosmetics——

Kaoru SUGANUMA*

Abstract

During the survey through internet communication on consumer's anticipation for cosmetics, we found that among 1,819 Japanese females sent out for a questionnaire, the 94% of them anticipate a substantial effect of cosmetics on skin function. The 48%, 42%, 42%, 41%, 41%, 40%, 39% and 39% of them expect a disappearance of pigment spots, beautifying effect, prevention of skin ageing, skin rejuvenation, reduction of conspicuous pore size, improvement of skin elasticity, whitening effect and increase in skin transparency, respectively. Among 647 subjects who had experienced to use whitening cosmetics, the 38% of them were found to be able to feel an efficacy for whitening effect. The 62% of cosmetologists ($n=26$) believe in whitening effect. Further, the 53% and 29% of cosmetologists ($n=17$) was found to be able to feel a reduction of fine wrinkle and a diminishment of wrinkle, respectively. The 17% of 620 subjects who had experienced to use cosmetics for wrinkling care were found to be able to feel reduction of fine wrinkle.

These findings indicate that the function of recently available cosmetics has been improved for consumers to be able to feel their substantial effect in accordance with many publications recently released in scientific papers. It is desirable that cosmetic industries should search additional new functions in cosmetics to fulfill consumer's anticipation under conditions where information on functional cosmetics is precisely distributed to consumer's field.

Key words: functional cosmetics, consumer, anticipation, distributed to consumer's field, consumer's anticipation for cosmetics.