

Analysis of social structure, collaboration among various actors, and support systems in the development of cosmetics industry clusters

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In France, the state and city governments support small and medium-sized companies in the cosmetics industry, strengthen their brand value by grouping them together, and cooperate with universities and national research institutes to strengthen their technological capabilities. On the other hand, there are few cosmetic industry clusters in Japan, and the JCC, a Japanese cosmetic industry support organization related with Cosmetic Valley, has seen a decline in financial and human resource support for the cosmetic industry from prefectures and cities, and has failed to strengthen cooperation with universities and national research institutes. The current membership has been reduced by half since its establishment, and it is difficult to say that it has developed. There is a big difference between Japan and France, where it has been difficult to establish a cooperative structure with government and national institutions and large companies to strengthen the cosmetics industry. The survey also revealed cultural differences in the information behavior of both manufacturing companies and consumers: in France, both companies and consumers focus on the attitude of items related to the SDGs, while in Japan, many consumers pay attention to efficacy but do not focus strongly on the attitude of companies.