



Understanding People

Product Manager – Consumer Goods

New product development

Job Information

Recruiter

Specialized Group

Job ID

1595014

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

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General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Product Manager – Consumer Goods

A well-established consumer products company is seeking a Product Manager to oversee the development and management of lifestyle-oriented product categories. This role will be responsible for driving product growth through market insights, product planning, supplier collaboration, and cross-functional coordination. The position offers the opportunity to influence product strategy while working closely with commercial and operational teams.

Key Responsibilities

- Develop and execute product strategies for assigned consumer product categories
- Lead new product development initiatives in collaboration with external suppliers and internal stakeholders
- Manage supplier relationships, including pricing and commercial negotiations

- Partner with marketing teams on product positioning and go-to-market activities
- Monitor sales performance, demand forecasts, and inventory planning
- Ensure products meet applicable regulatory and quality requirements
- Analyze market trends, customer insights, and competitive activity to support business decisions
- Support product lifecycle management from concept through launch and ongoing optimization
- Coordinate with sales, operations, and supply chain teams to achieve business objectives

Qualifications

- Minimum 5 years of experience in product planning, product management, or product development within consumer goods or related industries
- Experience managing lifestyle, household, or consumer-oriented products
- Experience coordinating product design and development projects
- Strong project management skills with the ability to manage multiple initiatives
- Experience working with suppliers and negotiating commercial terms
- Knowledge of consumer market trends and product evaluation methodologies
- Understanding of relevant product regulations and compliance requirements in Japan
- Strong analytical skills with experience interpreting sales and market data
- Excellent collaboration and stakeholder management abilities

Company Description