

## **Japan Sanitary Protection Market Forecast 2022-2028**

Market Report | 2022-10-18 | 140 pages | Inkwood Research

### **AVAILABLE LICENSES:**

- Single User Price \$900.00
- Global Site License \$1000.00
- \$1200.00

### **Report description:**

#### **KEY FINDINGS**

The Japan sanitary protection market is predicted to grow with a CAGR of 0.74% during the forecast period, 2022 to 2028. The market growth of the country is fuelled by the increasing initiatives for free distribution and availability of female sanitary products, as well as improved education and understanding in Japanese society to address taboos related to menstruation.

#### **MARKET INSIGHTS**

Managerial positions in businesses and educational institutions in Japan are generally held by men, with minimal knowledge and a poorer understanding of feminine issues such as menstruation and premenstrual syndrome (PMS). Therefore, it is challenging for women in Japan to request time off from school or work when experiencing menstrual discomfort. Furthermore, menstruation is often regarded as a taboo topic in public society and, as a result, is seldom discussed in the country.

In an effort to resolve such problems, Unicharm began its "#NoBagForMe" initiative in the year 2019. When people purchase sanitary protection in Japan from a retailer, such as a pack of towels, it is usually packaged in a non-transparent bag in order to prevent others from seeing the product. However, this aspect further propels the taboo associated with sanitary protection items in Japanese society. Aligning with this, the project aims to remove such restrictions and support the idea that women should be able to discuss their bodies openly. Hence, these factors are set to augment the sanitary protection market growth in Japan during the forecasted period.

#### **COMPETITIVE INSIGHTS**

Leading companies operating in the market include Daio Paper Corp, Unicharm Corp, Kobayashi Pharmaceutical Co Ltd, Kao Corp, and others.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- The competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

## **Table of Contents:**

### TABLE OF CONTENTS

#### 1. RESEARCH SCOPE & METHODOLOGY

##### 1.1. STUDY OBJECTIVES

##### 1.2. SCOPE OF STUDY

##### 1.3. METHODOLOGY

##### 1.4. ASSUMPTIONS & LIMITATIONS

#### 2. EXECUTIVE SUMMARY

##### 2.1. MARKET SIZE & ESTIMATES

##### 2.2. COUNTRY SNAPSHOT

##### 2.3. COUNTRY ANALYSIS

##### 2.4. KEY GROWTH ENABLERS

##### 2.5. KEY CHALLENGES

#### 3. KEY ANALYTICS

##### 3.1. IMPACT OF COVID-19 ON JAPAN SANITARY PROTECTION MARKET

##### 3.2. KEY MARKET TRENDS

###### 3.2.1. INCREASED AWARENESS AND UNDERSTANDING TO HELP ADDRESS MENSTRUATION TABOOS

###### 3.2.2. 'FEMTECH' ENABLES INNOVATIVE OPTIONS FOR SANITARY PROTECTION

##### 3.3. PORTER'S FIVE FORCES ANALYSIS

###### 3.3.1. BUYERS POWER

###### 3.3.2. SUPPLIERS POWER

###### 3.3.3. SUBSTITUTION

###### 3.3.4. NEW ENTRANTS

###### 3.3.5. INDUSTRY RIVALRY

##### 3.4. OPPORTUNITY MATRIX

##### 3.5. PEST ANALYSIS

##### 3.6. VALUE CHAIN ANALYSIS

##### 3.7. KEY BUYING CRITERIA

###### 3.7.1. MATERIAL AND COMPOSITION

###### 3.7.2. DISPOSAL

###### 3.7.3. COST

###### 3.7.4. ABSORBENCY

#### 4. MARKET BY TYPE

##### 4.1. PANTYLINERS

##### 4.2. TAMPONS

###### 4.2.1. APPLICATOR TAMPONS

###### 4.2.2. DIGITAL TAMPONS

##### 4.3. TOWELS

#### 5. MARKET BY DISTRIBUTION CHANNEL

##### 5.1. SUPERMARKETS

##### 5.2. HEALTH AND BEAUTY SPECIALIST RETAILERS

##### 5.3. E-COMMERCE

##### 5.4. OTHER DISTRIBUTION CHANNELS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6. COMPETITIVE LANDSCAPE
  - 6.1. MARKET SHARE ANALYSIS
    - 6.1.1. SANITARY PROTECTION
  - 6.2. BRAND SHARE ANALYSIS
    - 6.2.1. SANITARY PROTECTION
  - 6.3. COMPANY PROFILES
    - 6.3.1. DAIO PAPER CORP
    - 6.3.2. KAO CORP
    - 6.3.3. KOBAYASHI PHARMACEUTICAL CO LTD
    - 6.3.4. UNICHARM CORP

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Japan Sanitary Protection Market Forecast 2022-2028

Market Report | 2022-10-18 | 140 pages | Inkwood Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to [support@scotts-international.com](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Price	\$900.00
	Global Site License	\$1000.00
		\$1200.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto:support@scotts-international.com) or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)