

Personal Care Appliances in Japan

Market Direction | 2023-01-16 | 36 pages | Euromonitor

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Report description:

Personal care appliances was a growth category before the COVID-19 pandemic. Premiumisation was being seen, and demand was active for high-end products. However, the pandemic had a negative impact. As consumers went out less, this meant less need to care about their appearance. Meanwhile, demand from inbound tourists diminished to almost zero. 2020 and 2021 therefore saw volume declines. 2022 is also set to continue to see falling sales, but the rate of decline is expected to slow. A brighter pi...

Euromonitor International's Personal Care Appliances in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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