

Home Care in Japan

Market Direction | 2023-01-25 | 59 pages | Euromonitor

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Report description:

While for Japanese society, 2021 was a similar year to 2020, 2022 saw changes. In 2020, consumers experienced panic due to a lack of understanding of COVID-19, and started panic buying. 2021 was a year of home seclusion. The total length of state of emergency (soft lockdown), and quasi-state of emergency (even softer lockdown), was in fact longer than in 2020. 2022 was finally a year that saw the beginning of exit from the pandemic, especially from April-May onwards, although there were still so...

Euromonitor International's Home Care in Japan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
January 2023

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