

## **Away-From-Home Tissue and Hygiene in Japan**

Market Direction | 2023-03-14 | 19 pages | Euromonitor

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### **Report description:**

Japan is considered an ageing society. Indeed, while the total population of the nation peaked in 2008, the population aged 65+ years is expected to continue growing until at least 2040, according to Consumers data by Euromonitor International. The percentage of the population aged 65+ years stood at 29% in 2022, and is predicted to reach over 35% by 2040. This strong foundation of demographics will continue to underpin the solid growth of AFH adult incontinence already seen in Japan over the re...

Euromonitor International's Away-from-Home Tissue and Hygiene 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

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

Why buy this report?

- \* Get a detailed picture of the Away-from-Home Tissue and Hygiene 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

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reliable information resources to help drive informed strategic planning.

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