

## **Bath and Shower in Japan**

Market Direction | 2023-05-19 | 24 pages | Euromonitor

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### **Report description:**

In 2022, demand for bath and shower stagnated, but both retail volume and value sales remained higher than pre-pandemic levels. In particular, demand for liquid soap and hand sanitisers, which received a significant boost during the first year of the pandemic, continued to decline in 2022, but remained high overall due to the established routines of many local consumers in their daily lives. In addition, in 2020, many consumers purchased any brand of these products available due to product short...

Euromonitor International's Bath and Shower 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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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Bath additives continues to appeal due to relaxation trend

Mild foaming products add value to body wash/shower gel

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