

Deodorants in Japan

Market Direction | 2023-05-19 | 23 pages | Euromonitor

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Report description:

The average temperature from June to August 2022 was the second highest recorded since statistics began in Japan in 1898, and the severe hot weather contributed to positive demand for deodorants. Other factors driving sales following several years of home seclusion as a result of the pandemic, included the government introducing a discount campaign for leisure and travel, which led to greater opportunities to spend time outside of the home and thus come into contact with others.

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Euromonitor International
May 2023

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Improving demand for convenient deodorant formats due to greater time spent on the go

Consumers increasingly demand effective but safe deodorants

Fragrance increasingly features in new deodorant launches

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