

Fragrances in Japan

Market Direction | 2023-05-19 | 26 pages | Euromonitor

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Report description:

In 2022, fragrances in Japan experienced strong growth due to greater opportunities to spend time outside of the home, including socialising, in addition to the continuing trend since the pandemic for consumers to enjoy fragrances for their own relaxation and indulgence. In the past, many Japanese consumers tended to prefer scent-free products and were traditionally more interested in deodorants than in fragrances, triggered by the negative mindset of being perceived by others as smelling unplea...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Table of Contents:

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List Of Contents And Tables

FRAGRANCES IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium segment continues to drive rebound of fragrances in 2022

Emerging concepts and stores as local consumers search for novelty

Salon de Parfum event proves successful for department store Isetan Mitsukoshi

PROSPECTS AND OPPORTUNITIES

Fragrances to be increasingly perceived as part of self-care routines

Personalisation trend set to gain greater momentum over forecast period

Scently offers unique analysis of consumer preferences

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2017-2022

Table 2 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Fragrances: % Value 2018-2022

Table 4 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 7 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN JAPAN

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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