

Laundry Care in Japan

Market Direction | 2024-02-21 | 21 pages | Euromonitor

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Report description:

Laundry care saw growth in retail current value terms in 2023. However, retail volume sales fell by an even larger amount than the drop seen in 2022. What pushed up value sales was price increases. Japan saw three decades with little growth in the economy. From 1994, it was only in 1997, 2008, and 2014 that the country saw annual inflation of over 1%, according to Euromonitor's Economies data. There were VAT increases in 1997 and 2014, and 2008 was the beginning of the global financial crisis,...

Euromonitor International's Laundry 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 2028 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Laundry Care in Japan
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List Of Contents And Tables

LAUNDRY CARE IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales increase thanks to price increases

Usage decreases, especially when it comes to lower priority items

The launch of a compact powder tablet detergent by Kao

PROSPECTS AND OPPORTUNITIES

Finding values that generate new needs

Sustainability increasingly rooted in products

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2018-2023

Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 4 Sales of Laundry Aids by Category: Value 2018-2023

Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 9 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 10 □LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 11 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 12 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 13 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 14 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 15 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

HOME CARE IN JAPAN

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 17 Households 2018-2023

MARKET DATA

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Table 18 Sales of Home Care by Category: Value 2018-2023
Table 19 Sales of Home Care by Category: % Value Growth 2018-2023
Table 20 NBO Company Shares of Home Care: % Value 2019-2023
Table 21 LBN Brand Shares of Home Care: % Value 2020-2023
Table 22 Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 23 Distribution of Home Care by Format: % Value 2018-2023
Table 24 Distribution of Home Care by Format and Category: % Value 2023
Table 25 Forecast Sales of Home Care by Category: Value 2023-2028
Table 26 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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