

Wipes in Japan

Market Direction | 2024-03-28 | 21 pages | Euromonitor

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Report description:

Overall wipes continued to decline in current value terms in Japan in 2023, although at a slower rate than seen in the previous two years. However, performances differed across categories. While many saw decline, facial cleansing wipes and deodorant wipes, the categories under cosmetic wipes, saw positive growth rates in both retail volume and current value terms. In 2023, with the end to the pandemic, consumers went out more than in 2022. A pivotal event was that the infectious disease level of...

Euromonitor International's Wipes 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal 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 Wipes 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 reliable information resources to help drive informed strategic planning.

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