

## **Bath and Shower in Japan**

Market Direction | 2024-04-12 | 24 pages | Euromonitor

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### **Report description:**

In 2023, sales of bath and shower products in Japan remained higher than pre-pandemic (2019), thanks to the significant bump to sales seen in 2020, but the sales decline that began in 2021 continued. Liquid soap and hand sanitisers saw giant leaps in their sales in 2020 due to the hygiene-consciousness arising from the pandemic, and although in 2023 these two categories still held higher sales than in 2019, they registered double-digit current value declines.

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Although value sales remain higher than pre-pandemic, normalisation of society leads to decline

Bath additives records decline due to climate and inflation, but value-added products increase

Bar soap and body wash/shower gel show stable demand

#### **PROSPECTS AND OPPORTUNITIES**

While minimal value growth is expected, bath additives and body wash/shower gel set to see good performances

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