

Deodorants in Japan

Market Direction | 2024-04-12 | 23 pages | Euromonitor

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Report description:

Although sales of deodorants did not return to the pre-pandemic (2019) level in Japan in 2023, the category saw strong current value growth. The main reasons were that the opportunities for going out increased, the end of mask-wearing increased awareness of the need to smell good, and the high temperatures seen in this year. First, there was the reclassification of COVID-19 by the Japanese government as an infectious disease. While it had been positioned as level 2 since 2020, the same level as...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Competition becomes fierce as sales continue to rebound

Leveraging collaborations to boost brand awareness

The concept of femcare appears in deodorants

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More time spent outside the home and global warming will contribute to solid growth

Products that protect against sweat and odours will be able to differentiate from fragrance products

Products with concepts of hair care and skin care will attract attention

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