

Deodorants in Japan

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Deodorants in Japan
Euromonitor International
April 2024

List Of Contents And Tables

DEODORANTS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition becomes fierce as sales continue to rebound

Leveraging collaborations to boost brand awareness

The concept of femcare appears in deodorants

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2018-2023

Table 2 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Deodorants: % Value 2019-2023

Table 5 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 7 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN JAPAN

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Deodorants in Japan

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com