

Depilatories in Japan

Market Direction | 2024-04-12 | 22 pages | Euromonitor

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Report description:

Although in 2021 and 2022 depilatories in Japan showed a minor rebound from the pandemic-induced current value decline in 2020, sales did not go back to the 2019 (pre-pandemic) level, and a return to decline was seen in 2023. Depilatories has been affected by changing consumer behaviours. A positive factor for the category in 2023 was the reclassification of COVID-19, which brought people back outside their homes much more than in the previous three years. Going out and meeting people meant more...

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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Disposable products going green

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Desire to take care of pubic hair will generate demand

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