

Hair Care in Japan

Market Direction | 2024-04-12 | 27 pages | Euromonitor

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Report description:

Hair care maintained slow current value growth in Japan in 2023. One of the reasons for continued growth was the self-care trend. The main categories within hair care are shampoos, and conditioners and treatments. Self-care at home became a trend during the pandemic, and has endured, which contributed to growth for these two categories. The momentum of new brands also drove value growth by increasing the average unit price.

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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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New emerging brands and private label on the rise

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