

Men's Grooming in Japan

Market Direction | 2024-04-12 | 26 pages | Euromonitor

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Report description:

Men's grooming continued to see current value growth in Japan in 2023, thanks to rising awareness of beauty and personal care amongst men, and the associated increase of brands and products in the space, which activated sales. Increasing awareness of beauty and personal care amongst male consumers was brought about mainly by two factors. One was the end of the pandemic, which had kept people at home with less face-to-face communication. However, as the pandemic faded away, there were more opport...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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.

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Men's skin care is attracting interest amongst all generations

Men's fragrances from luxury brands and fashion brands attract new consumers

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