

Air Care in Japan

Market Direction | 2025-02-11 | 17 pages | Euromonitor

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Report description:

Air care in Japan experienced a surge in value sales in the first year of the pandemic in 2020, followed by declines as the situation eased. However, a return to minimal growth was seen in retail current value terms in 2024 as sales normalised, although volume sales remained fairly static. Liquid air fresheners accounted for the highest sales in 2024, and despite this, also saw the strongest growth. These are popular for continuous fragrance, with demand linked to the wider health and wellness t...

Euromonitor International's Air Care in Japan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Fresheners.

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

Why buy this report?

- * Get a detailed picture of the Air 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.

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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