

Laundry Care in Japan

Market Direction | 2025-02-11 | 23 pages | Euromonitor

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Report description:

In 2024, Japan faced economic challenges, characterised by a persistent weakening of the yen, and rising costs across various industries. The Japanese yen, which was 109.8 yen against the US dollar in 2021, plummeted to 151.4 yen in 2024, according to Euromonitor's Economies data, marking a notable decline which had not been seen in the previous three decades. This depreciation, alongside cost-push inflation driven by increases in raw materials, energy, packaging, and logistics costs, contribute...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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

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reliable information resources to help drive informed strategic planning.

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