

Toilet Care in Japan

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

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Report description:

In 2024, toilet care in Japan witnessed growth in both retail volume and current value terms, as consumers looked for convenient, effective products due to spending more time outside the home, and was despite rising prices. Leading brands began to pass on rising costs to consumers, a phenomenon illustrated by Kobayashi Pharmaceutical's decision to reduce the volume of its dominant Bluelet series within in-cistern devices from 70ml to 67ml, effectively implementing a price increase per volume. Th...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- * Get a detailed picture of the Toilet 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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