

## **Household Products in Japan**

Industry Report | 2025-06-05 | 47 pages | MarketLine

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### **Report description:**

Household Products in Japan

#### Summary

Household Products in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The household products market includes retail sales of textile washing products, tissue & hygiene, dishwashing products, general purpose cleaners, insecticides, and others. The scope of others includes air fresheners, bleach, furniture & floor polish, shoe polish, scouring products and toilet care. Market volume represents retail sales volume. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2024 exchange rates.
- The Japanese household products market recorded revenues of \$14,566.9 million in 2024, representing a negative compound annual growth rate (CAGR) of 3.6% between 2019-24.
- Market consumption volume increased with a CAGR of 1.8% between 2019-24, reaching a total of 3,540.6 million units in 2024.
- The contraction of the Japanese household products market during 2019-24 can be attributed to the aging and declining population, weak domestic consumption, and prolonged economic stagnation that limited growth across consumer goods sectors.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in Japan

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Japan
- Leading company profiles reveal details of key household products market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan household products market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Japan household products market by value in 2024?
- What will be the size of the Japan household products market in 2029?
- What factors are affecting the strength of competition in the Japan household products market?
- How has the market performed over the last five years?
- Who are the top competitors in Japan's household products market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

##### 2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

##### 3 Market Data

- 3.1. Market value
- 3.2. Market volume

##### 4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

##### 5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

##### 6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

##### 7 Competitive Landscape

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- 7.1. Market share
- 7.2. Who are the leading players in the Japanese household products market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the Japanese household products market?
- 8 Company Profiles
  - 8.1. Kao Corp
  - 8.2. The Procter & Gamble Co
  - 8.3. Lion Corp
  - 8.4. Daio Paper Corp
- 9 Macroeconomic Indicators
  - 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

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