

Feminine Hygiene in Japan

Industry Report | 2025-09-11 | 47 pages | MarketLine

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Report description:

Feminine Hygiene in Japan

Summary

Feminine Hygiene in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 feminine hygiene market includes retail sales of sanitary pads, women's disposable razors & blades, internal cleansers & sprays, pantliners & shields, and tampons. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Japanese feminine hygiene market recorded revenues of \$836.2 million in 2024, representing a negative compound annual growth rate (CAGR) of 5.8% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.4% between 2019-24, reaching a total of 249.7 million units in 2024.
- The growth of the Japanese feminine hygiene market contracted during 2019-24 largely due to demographic and structural headwinds. Japan's shrinking and ageing population has steadily reduced the size of its menstruating-age female cohort, directly constraining demand for sanitary products.

Scope

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

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

Reasons to Buy

- What was the size of the Japan feminine hygiene market by value in 2024?
- What will be the size of the Japan feminine hygiene market in 2029?
- What factors are affecting the strength of competition in the Japan feminine hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Japan's feminine hygiene market?

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