

Haircare in Japan

Industry Report | 2025-08-21 | 45 pages | MarketLine

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Report description:

Haircare in Japan

Summary

Haircare 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 haircare market includes retail sales of shampoo, hair colorants, conditioner, styling agents, and others. The scope of others includes perms & relaxers, and hair loss treatments. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Japanese haircare market recorded revenues of \$4,393.2 million in 2024, representing a negative compound annual growth rate (CAGR) of 4.7% between 2019-24.
- Market consumption volume increased with a CAGR of 0.5% between 2019-24, reaching a total of 413.3 million units in 2024.
- The Japanese haircare market has experienced a negative CAGR during the review period, mainly due to its high maturity, leaving limited room for expansion.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the haircare market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Japan
- Leading company profiles reveal details of key haircare market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Japan haircare market with five year forecasts

Reasons to Buy

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

- 7.1. Market share
- 7.2. Who are the leading players in the Japanese haircare market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?

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- 7.4. Which companies market shares have suffered over the same period (2019-24)?
- 7.5. What are the most popular brands in the Japanese haircare market?
- 7.6. What have been the most significant developments in the Japanese haircare market in 2024?

8 Company Profiles

- 8.1. FineToday Holdings Co Ltd
- 8.2. Unilever Plc
- 8.3. The Procter & Gamble Co
- 8.4. Kao 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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