

Personal Hygiene in Japan

Industry Report | 2025-08-28 | 49 pages | MarketLine

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Report description:

Personal Hygiene in Japan

Summary

Personal 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

- Personal hygiene market includes retail sales of anti-perspirants & deodorants, soap, and bath & shower products. Anti-perspirants & deodorants segment covers all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. Soap segment includes both bar soap and liquid soaps. Bath & shower products segment includes bubble baths, as well as bath-time washing gels and lotions. It also covers non-liquid bath additives such as bath bombs, beads, and salts. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Japanese personal hygiene market recorded revenues of \$2,281.5 million in 2024, representing a negative compound annual growth rate (CAGR) of 4.0% between 2019-24.
- Market consumption volume increased with a CAGR of 1.0% between 2019-24, reaching a total of 347.5 million units in 2024.
- The market contraction during the review period (2019-24) is attributed to the significant increase in the prolonged lockdowns, restricted social interactions, and the widespread adoption of remote working reduced grooming occasions and suppressed consumer demand for personal hygiene products such as anti-perspirants & deodorants. Additionally aging population has decreased the market growth.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Japan
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan personal hygiene market with five year forecasts

Reasons to Buy

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

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