

# Adult Incontinence in Japan

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## Abstracts

Adult incontinence recorded 5% current value growth in 2016 to reach JPY196 billion. Japan is well known for its aging society. According to Euromonitor International's Consumer data, people aged 65 years and over accounted for 27% of the total population in Japan in 2016. In this sense, it is the most elderly population in the world, creating considerable opportunities for adult incontinence.

Euromonitor International's Adult Incontinence in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Light Adult Incontinence, Moderate/Heavy Adult Incontinence.

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

### Why buy this report?

Get a detailed picture of the Adult Incontinence 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Reimbursement/prescription Adult Incontinence

Category Data

Table 1 Retail Sales of Adult Incontinence by Category: Value 2011-2016

Table 2 Retail Sales of Adult Incontinence by Category: % Value Growth 2011-2016

Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2012-2016

Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2013-2016

Table 5 Forecast Retail Sales of Adult Incontinence by Category: Value 2016-2021

Table 6 Forecast Retail Sales of Adult Incontinence by Category: % Value Growth 2016-2021

Daio Paper Corp in Tissue and Hygiene (japan)

Strategic Direction

Summary 1 Daio Paper Corp: Key Facts

Summary 2 Daio Paper Corp: Operational Indicators

Competitive Positioning

Summary 3 Daio Paper Corp: Competitive Position 2016

Unicharm Corp in Tissue and Hygiene (japan)

Strategic Direction

Key Facts

Summary 4 Unicharm Corp: Key Facts

Summary 5 Unicharm Corp: Operational Indicators

Competitive Positioning

Summary 6 Unicharm Corp: Competitive Position 2016

Executive Summary

Waning Chinese Demand for Nappies Hits Overall Growth Rate

Demographic Changes Shaping Market Performance

Adult Incontinence Drives Share Gains

Health and Beauty Specialists and Internet Retailing Increase Share

Adult Incontinence To Overtake Nappies/diapers/pants

Key Trends and Developments

Ageing Population the Key To Market Development

Women Entering the Workforce Has An Impact Across Categories

Ongoing Rise of Internet Retailing

Market Indicators

Table 7 Birth Rates 2011-2016

Table 8 Infant Population 2011-2016

Table 9 Female Population by Age 2011-2016

Table 10 Total Population by Age 2011-2016

Table 11 Households 2011-2016

Table 12 Forecast Infant Population 2016-2021

Table 13 Forecast Female Population by Age 2016-2021

Table 14 Forecast Total Population by Age 2016-2021

Table 15 Forecast Households 2016-2021

#### Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2011-2016

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2011-2016

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2012-2016

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2013-2016

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2011-2016

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2011-2016

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2016

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2016-2021

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2016-2021

#### Sources

Summary 7 Research Sources

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