

Adult Mouth Care - Japan

<https://marketpublishers.com/r/AB6A4B85EB0EN.html>

Date: June 2010

Pages: 46

Price: US\$ 900.00 (Single User License)

ID: AB6A4B85EB0EN

Abstracts

Adult mouth care sales in 2009 were worth ¥26 billion, up just over 4% in current value terms on 2008. Growth was supported by the ageing society and success of new products. New and more convenient and effective products are welcomed by consumers in Japan who tend to lean towards self-medication.

Euromonitor International's Adult Mouth Care Products 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 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage:

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

Why buy this report?

Get a detailed picture of the Consumer Health industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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