

Cotton Wool/Buds/Pads in Japan

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Cotton wool/buds/pads declined by 1% in 2013 to reach ¥10.9 billion, which was a slightly stronger decline than what was seen in 2012. Consumers continued to trade down to lower priced products such as private label or those available at ¥100 stores in order to spend more of their disposable income for other tissue products. Whilst consumers did trade down, other opted for more premium products such as those that are made from organic or natural material. However, despite some more premium...

Euromonitor International's Cotton Wool/Buds/Pads 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 2009-2013, 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 2018 illustrate how the market is set to change.

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

Why buy this report?

- Get a detailed picture of the Cotton Wool/Buds/Pads 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.

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Focus on Added-value Products and Products Orientated Towards Ageing Society Expected To Continue

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