

Fragrances in Hair Care in Japan

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Abstracts

Many consumers in Japan focus more on functionality of hair care products rather than aroma. Particularly, in hair salons, customers have little choice for aroma, but aroma is gaining more importance especially among younger generations. Soft and subtle fragrances are favoured in Japan rather than strong fragrances. Floral fragrances, especially roses, are the most popular. More complex fragrances, similar to those found in perfumes, have been introduced recently.

Euromonitor International's Fragrances in Hair Care in Japan country reports offer a comprehensive overview of the flavour and fragrance markets, giving specific consideration to the unique market conditions of each focal country. It highlights the major drivers behind flavour and fragrance supply and demand and provides detailed analysis of individual flavours and fragrances and the product categories they are used in. It also examine national prospects, highlighting opportunities and challenges for flavour and fragrance usage

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

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