

# Baby Personal Care in Japan

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## Abstracts

Baby Personal Care in Japan

### SUMMARY

Baby Personal Care in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The baby personal care market consists of retail sale of baby toiletries and diapers. The baby toiletries segment consists of liquid and solid based bathing products, lotion, oil, powder, shampoo and wipes (baby toiletries). The diapers segment consists of baby, cloth and training. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2018 exchange rates.

The Japanese baby personal care market had total revenues of \$1,923.3m in 2018, representing a compound annual rate of change (CARC) of -2.1% between 2014 and 2018.

Market consumption volumes declined with a CARC of -1.6% between 2014-2018, to reach a total of 223.8 million units in 2018.

Unstable economic conditions during the review period impacted the growth of baby personal care market.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in Japan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Japan

Leading company profiles reveal details of key baby personal care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Japan baby personal care market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Japan baby personal care market by value in 2018?

What will be the size of the Japan baby personal care market in 2023?

What factors are affecting the strength of competition in the Japan baby personal care market?

How has the market performed over the last five years?

What are the main segments that make up Japan's baby personal care market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Japanese baby personal care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years ?
- 7.4. Which companies' market shares have suffered in the last 4 years?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Unicharm Corporation
- 8.2. Kao Corporation
- 8.3. The Procter & Gamble Co

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Japan baby personal care market value: \$ million, 2014-18
- Table 2: Japan baby personal care market volume: million units, 2014-18
- Table 3: Japan baby personal care market category segmentation: \$ million, 2018
- Table 4: Japan baby personal care market geography segmentation: \$ million, 2018
- Table 5: Japan baby personal care market distribution: % share, by value, 2018
- Table 6: Japan baby personal care market value forecast: \$ million, 2018-23
- Table 7: Japan baby personal care market volume forecast: million units, 2018-23
- Table 8: Japan baby personal care market share: % share, by value, 2018
- Table 9: Unicharm Corporation: key facts
- Table 10: Unicharm Corporation: Annual Financial Ratios
- Table 11: Unicharm Corporation: Key Employees
- Table 12: Unicharm Corporation: Key Employees Continued
- Table 13: Kao Corporation: key facts
- Table 14: Kao Corporation: Annual Financial Ratios
- Table 15: Kao Corporation: Key Employees
- Table 16: Kao Corporation: Key Employees Continued
- Table 17: The Procter & Gamble Co: key facts
- Table 18: The Procter & Gamble Co: Annual Financial Ratios
- Table 19: The Procter & Gamble Co: Key Employees
- Table 20: The Procter & Gamble Co: Key Employees Continued
- Table 21: Japan size of population (million), 2014-18
- Table 22: Japan gdp (constant 2005 prices, \$ billion), 2014-18
- Table 23: Japan gdp (current prices, \$ billion), 2014-18
- Table 24: Japan inflation, 2014-18
- Table 25: Japan consumer price index (absolute), 2014-18
- Table 26: Japan exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Japan baby personal care market value: \$ million, 2014-18

Figure 2: Japan baby personal care market volume: million units, 2014-18

Figure 3: Japan baby personal care market category segmentation: % share, by value, 2018

Figure 4: Japan baby personal care market geography segmentation: % share, by value, 2018

Figure 5: Japan baby personal care market distribution: % share, by value, 2018

Figure 6: Japan baby personal care market value forecast: \$ million, 2018-23

Figure 7: Japan baby personal care market volume forecast: million units, 2018-23

Figure 8: Forces driving competition in the baby personal care market in Japan, 2018

Figure 9: Drivers of buyer power in the baby personal care market in Japan, 2018

Figure 10: Drivers of supplier power in the baby personal care market in Japan, 2018

Figure 11: Drivers of degree of rivalry in the baby personal care market in Japan, 2018

Figure 12: Japan baby personal care market share: % share, by value, 2018

### COMPANIES MENTIONED

Unicharm Corporation

Kao Corporation

The Procter & Gamble Co

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