

# Feminine Hygiene in Japan

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## Abstracts

Feminine Hygiene in Japan

### SUMMARY

Feminine Hygiene in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The feminine hygiene market consists of retail sales of sanitary pads, tampons, women`s disposable razors and blades, pantliners and shields and internal cleansers and sprays. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Japanese feminine hygiene market had total revenues of \$715.0m in 2019, representing a compound annual growth rate (CAGR) of 2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.9% between 2015 and 2019, to reach a total of 184.7 million units in 2019.

The slow market growth in Japan can be attributed to the large and increasing aging population and declining birth rate.

## SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market in Japan

Leading company profiles reveal details of key feminine hygiene market players' global operations and financial performance

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

## REASONS TO BUY

What was the size of the Japan feminine hygiene market by value in 2019?

What will be the size of the Japan feminine hygiene market in 2024?

What factors are affecting the strength of competition in the Japan feminine hygiene market?

How has the market performed over the last five years?

Who are the top competitors in Japan's feminine hygiene 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. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Japanese feminine hygiene market?
- 7.3. Which companies have been most successful in increasing their market share between 2015 and 2019?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Unicharm Corporation
- 8.2. Shiseido Company, Limited
- 8.3. Kimberly-Clark Corp

## **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 feminine hygiene market value: \$ million, 2015-19
- Table 2: Japan feminine hygiene market volume: million units, 2015-19
- Table 3: Japan feminine hygiene market category segmentation: \$ million, 2019
- Table 4: Japan feminine hygiene market geography segmentation: \$ million, 2019
- Table 5: Japan feminine hygiene market distribution: % share, by value, 2019
- Table 6: Japan feminine hygiene market value forecast: \$ million, 2019-24
- Table 7: Japan feminine hygiene market volume forecast: million units, 2019-24
- Table 8: Japan feminine hygiene market share: % share, by value, 2019
- 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: Shiseido Company, Limited: key facts
- Table 14: Shiseido Company, Limited: Annual Financial Ratios
- Table 15: Shiseido Company, Limited: Key Employees
- Table 16: Shiseido Company, Limited: Key Employees Continued
- Table 17: Kimberly-Clark Corp: key facts
- Table 18: Kimberly-Clark Corp: Annual Financial Ratios
- Table 19: Kimberly-Clark Corp: Key Employees
- Table 20: Japan size of population (million), 2015-19
- Table 21: Japan gdp (constant 2005 prices, \$ billion), 2015-19
- Table 22: Japan gdp (current prices, \$ billion), 2015-19
- Table 23: Japan inflation, 2015-19
- Table 24: Japan consumer price index (absolute), 2015-19
- Table 25: Japan exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Japan feminine hygiene market value: \$ million, 2015-19

Figure 2: Japan feminine hygiene market volume: million units, 2015-19

Figure 3: Japan feminine hygiene market category segmentation: % share, by value, 2019

Figure 4: Japan feminine hygiene market geography segmentation: % share, by value, 2019

Figure 5: Japan feminine hygiene market distribution: % share, by value, 2019

Figure 6: Japan feminine hygiene market value forecast: \$ million, 2019-24

Figure 7: Japan feminine hygiene market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the feminine hygiene market in Japan, 2019

Figure 9: Drivers of buyer power in the feminine hygiene market in Japan, 2019

Figure 10: Drivers of supplier power in the feminine hygiene market in Japan, 2019

Figure 11: Factors influencing the likelihood of new entrants in the feminine hygiene market in Japan, 2019

Figure 12: Factors influencing the threat of substitutes in the feminine hygiene market in Japan, 2019

Figure 13: Drivers of degree of rivalry in the feminine hygiene market in Japan, 2019

Figure 14: Japan feminine hygiene market share: % share, by value, 2019

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