

Japan Haircare Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Haircare in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. 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 2021 exchange rates

The Japanese haircare market had total revenues of \$5,524.2m in 2021, representing a compound annual growth rate (CAGR) of 1.2% between 2016 and 2021.

Market consumption volume increased with a CAGR of 0.6% between 2016 and 2021, to reach a total of 407.7 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 0.4% for the five-year period 2021 - 2026, which is expected to drive

the market to a value of \$5,641.8m by the end of 2026.

SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Japan haircare market with five year forecasts

REASONS TO BUY

What was the size of the Japan haircare market by value in 2021?

What will be the size of the Japan haircare market in 2026?

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

How has the market performed over the last five years?

How large is Japan's haircare market in relation to its regional counterparts?

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 haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the haircare market?

8 COMPANY PROFILES

- 8.1. Kao Corporation
- 8.2. Unilever Plc.
- 8.3. The Procter & Gamble Co
- 8.4. Shiseido Company, Limited

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 haircare market value: \$ million, 2016–21
- Table 2: Japan haircare market volume: million units, 2016–21
- Table 3: Japan haircare market category segmentation: % share, by value, 2016–2021
- Table 4: Japan haircare market category segmentation: \$ million, 2016-2021
- Table 5: Japan haircare market geography segmentation: \$ million, 2021
- Table 6: Japan haircare market distribution: % share, by value, 2021
- Table 7: Japan haircare market value forecast: \$ million, 2021–26
- Table 8: Japan haircare market volume forecast: million units, 2021–26
- Table 9: Japan haircare market share: % share, by value, 2021
- Table 10: Kao Corporation: key facts
- Table 11: Kao Corporation: Annual Financial Ratios
- Table 12: Kao Corporation: Key Employees
- Table 13: Kao Corporation: Key Employees Continued
- Table 14: Kao Corporation: Key Employees Continued
- Table 15: Unilever Plc.: key facts
- Table 16: Unilever Plc.: Annual Financial Ratios
- Table 17: Unilever Plc.: Key Employees
- Table 18: The Procter & Gamble Co: key facts
- Table 19: The Procter & Gamble Co: Annual Financial Ratios
- Table 20: The Procter & Gamble Co: Key Employees
- Table 21: The Procter & Gamble Co: Key Employees Continued
- Table 22: Shiseido Company, Limited: key facts
- Table 23: Shiseido Company, Limited: Annual Financial Ratios
- Table 24: Shiseido Company, Limited: Key Employees
- Table 25: Shiseido Company, Limited: Key Employees Continued
- Table 26: Shiseido Company, Limited: Key Employees Continued
- Table 27: Japan size of population (million), 2017–21
- Table 28: Japan gdp (constant 2005 prices, \$ billion), 2017–21
- Table 29: Japan gdp (current prices, \$ billion), 2017–21
- Table 30: Japan inflation, 2017–21
- Table 31: Japan consumer price index (absolute), 2017–21
- Table 32: Japan exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

- Figure 1: Japan haircare market value: \$ million, 2016–21
- Figure 2: Japan haircare market volume: million units, 2016–21
- Figure 3: Japan haircare market category segmentation: \$ million, 2016-2021
- Figure 4: Japan haircare market geography segmentation: % share, by value, 2021
- Figure 5: Japan haircare market distribution: % share, by value, 2021
- Figure 6: Japan haircare market value forecast: \$ million, 2021–26
- Figure 7: Japan haircare market volume forecast: million units, 2021–26
- Figure 8: Forces driving competition in the haircare market in Japan, 2021
- Figure 9: Drivers of buyer power in the haircare market in Japan, 2021
- Figure 10: Drivers of supplier power in the haircare market in Japan, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Japan, 2021
- Figure 12: Factors influencing the threat of substitutes in the haircare market in Japan, 2021
- Figure 13: Drivers of degree of rivalry in the haircare market in Japan, 2021
- Figure 14: Japan haircare market share: % share, by value, 2021

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