

# Japan Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Japan Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Oral Hygiene in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The oral hygiene market consists of retail sales of breath fresheners (non-confectionery), dental floss, denture care, mouthwash, toothbrushes & replacement heads and toothpaste. 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 2022 exchange rates.

The Japanese Oral Hygiene market had total revenues of \$2,237.5 million in 2022, representing a compound annual growth rate (CAGR) of 1.1% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.5% between 2017 and 2022, to reach a total of 803.3 million units in 2022.

The performance of the market is forecast to follow a similar pattern with

an anticipated CAGR of 1.1% for the five-year period 2022-2027, which is expected to drive the market to a value of \$2,363.9 million by the end of 2027.

## Scope

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

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

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

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

## Reasons to Buy

What was the size of the Japan oral hygiene market by value in 2022?

What will be the size of the Japan oral hygiene market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in Japan's oral hygiene market?

## Contents

Table of 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 oral hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. What are the most popular brands in the oral hygiene market?

## **8 COMPANY PROFILES**

- 8.1. Sunstar Suisse SA
- 8.2. Lion Corporation
- 8.3. GlaxoSmithKline AG
- 8.4. Kao Corporation

## **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 oral hygiene market value: \$ million, 2017–22
- Table 2: Japan oral hygiene market volume: million units, 2017–22
- Table 3: Japan oral hygiene market category segmentation: % share, by value, 2017–2022
- Table 4: Japan oral hygiene market category segmentation: \$ million, 2017-2022
- Table 5: Japan oral hygiene market geography segmentation: \$ million, 2022
- Table 6: Japan oral hygiene market distribution: % share, by value, 2022
- Table 7: Japan oral hygiene market value forecast: \$ million, 2022–27
- Table 8: Japan oral hygiene market volume forecast: million units, 2022–27
- Table 9: Japan oral hygiene market share: % share, by value, 2022
- Table 10: Sunstar Suisse SA: key facts
- Table 11: Sunstar Suisse SA: Key Employees
- Table 12: Lion Corporation: key facts
- Table 13: Lion Corporation: Annual Financial Ratios
- Table 14: Lion Corporation: Key Employees
- Table 15: Lion Corporation: Key Employees Continued
- Table 16: GlaxoSmithKline AG: key facts
- Table 17: GlaxoSmithKline AG: Key Employees
- Table 18: Kao Corporation: key facts
- Table 19: Kao Corporation: Annual Financial Ratios
- Table 20: Kao Corporation: Key Employees
- Table 21: Kao Corporation: Key Employees Continued
- Table 22: Kao Corporation: Key Employees Continued
- Table 23: Japan size of population (million), 2018–22
- Table 24: Japan gdp (constant 2005 prices, \$ billion), 2018–22
- Table 25: Japan gdp (current prices, \$ billion), 2018–22
- Table 26: Japan inflation, 2018–22
- Table 27: Japan consumer price index (absolute), 2018–22
- Table 28: Japan exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: Japan oral hygiene market value: \$ million, 2017–22

Figure 2: Japan oral hygiene market volume: million units, 2017–22

Figure 3: Japan oral hygiene market category segmentation: \$ million, 2017-2022

Figure 4: Japan oral hygiene market geography segmentation: % share, by value, 2022

Figure 5: Japan oral hygiene market distribution: % share, by value, 2022

Figure 6: Japan oral hygiene market value forecast: \$ million, 2022–27

Figure 7: Japan oral hygiene market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the oral hygiene market in Japan, 2022

Figure 9: Drivers of buyer power in the oral hygiene market in Japan, 2022

Figure 10: Drivers of supplier power in the oral hygiene market in Japan, 2022

Figure 11: Factors influencing the likelihood of new entrants in the oral hygiene market in Japan, 2022

Figure 12: Factors influencing the threat of substitutes in the oral hygiene market in Japan, 2022

Figure 13: Drivers of degree of rivalry in the oral hygiene market in Japan, 2022

Figure 14: Japan oral hygiene market share: % share, by value, 2022

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