

# Personal Hygiene in Japan

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## Abstracts

Personal Hygiene in Japan

### SUMMARY

Personal 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 personal hygiene market consists of the retail sale of antiperspirants and deodorants, bath and shower products, and soap. The antiperspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath and shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads and salts. The soap segment consists of both bar soap and liquid soaps. 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 personal hygiene market had total revenues of \$2,801.1m in 2019, representing a compound annual growth rate (CAGR) of 1.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.6% between 2015 and 2019, to reach a total of 331.3 million units in 2019.

The Japanese personal hygiene market is mature, therefore strong growth is not expected.

## **SCOPE**

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

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Japan's personal 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 personal hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the Japan personal hygiene market over the last four years?

## **8 COMPANY PROFILES**

- 8.1. Kao Corporation
- 8.2. Lion Corporation
- 8.3. Unilever NV

## **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 personal hygiene market value: \$ million, 2015-19
- Table 2: Japan personal hygiene market volume: million units, 2015-19
- Table 3: Japan personal hygiene market category segmentation: \$ million, 2019
- Table 4: Japan personal hygiene market geography segmentation: \$ million, 2019
- Table 5: Japan personal hygiene market distribution: % share, by value, 2019
- Table 6: Japan personal hygiene market value forecast: \$ million, 2019-24
- Table 7: Japan personal hygiene market volume forecast: million units, 2019-24
- Table 8: Japan personal hygiene market share: % share, by value, 2019
- Table 9: Kao Corporation: key facts
- Table 10: Kao Corporation: Annual Financial Ratios
- Table 11: Kao Corporation: Key Employees
- Table 12: Kao Corporation: Key Employees Continued
- Table 13: Lion Corporation: key facts
- Table 14: Lion Corporation: Annual Financial Ratios
- Table 15: Lion Corporation: Key Employees
- Table 16: Lion Corporation: Key Employees Continued
- Table 17: Unilever NV: key facts
- Table 18: Unilever NV: Annual Financial Ratios
- Table 19: Unilever NV: Key Employees
- Table 20: Unilever NV: Key Employees Continued
- Table 21: Japan size of population (million), 2015-19
- Table 22: Japan gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Japan gdp (current prices, \$ billion), 2015-19
- Table 24: Japan inflation, 2015-19
- Table 25: Japan consumer price index (absolute), 2015-19
- Table 26: Japan exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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