

Baby Personal Care Products Market in Japan 2021

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Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. According to StrategyHelix, the baby personal care products market in Japan is expected to increase at a CAGR of 1.2% till 2027. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The Japan baby personal care products market is segmented on the basis of product, and distribution channel. Based on product, the baby personal care products market in Japan is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment captured the largest share of the market in 2020. On the basis of distribution channel, the baby personal care products market in Japan has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The Japan baby personal care products market is highly competitive. The prominent players operating in the Japan baby personal care products market include Pigeon Corporation, Unicharm Corporation, Johnson & Johnson (J&J), Kao Corporation, The Procter & Gamble Company (P&G), Tampei Pharmaceutical Co. Ltd., Asahi Group Holdings Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby personal care products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others

Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Japan baby personal care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. BABY PERSONAL CARE PRODUCTS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Hair care
Skin care
Toiletries
Sun care
Wipes & tissues
Others

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Specialized stores
Supermarkets & hypermarkets
Discounters
Online platform
Others

PART 5. KEY COMPANIES

Pigeon Corporation
Unicharm Corporation
Johnson & Johnson (J&J)
Kao Corporation
The Procter & Gamble Company (P&G)
Tampei Pharmaceutical Co., Ltd.
Asahi Group Holdings, Ltd.
About StrategyHelix
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