

Deodorants Market in Japan 2021

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Abstracts

An antiperspirant is a chemical agent that reduces perspiration or sweating. Deodorants typically include antiseptic ingredients that repel the bacteria that cause odor, and may contain an additional fragrance. The deodorants market in Japan is set to increase by US\$ 120 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 3.1% during the forecast period. The increasing demand for personal grooming products, along with the rise in female workforce participation, rising demand for novel and innovative scented products among millennials, increasing awareness regarding the benefits of maintaining personal 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 deodorants. The Japan deodorants market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the deodorants market in Japan has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the deodorants market in Japan has been segmented into aerosols and sprays, creams and gels, pumps, roll-ons, sticks. The aerosols and sprays segment is estimated to account for the largest share of the deodorants market in Japan. Based on distribution channel, the deodorants market in Japan is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Japan deodorants market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Beiersdorf AG, Shiseido Company Limited, Mandom Corporation, Lion Corporation, Kao Corporation, Unilever PLC, Chuo Bussan International Co. Ltd.

Report Scope

Price range: prestige product, mass product

Product: aerosols and sprays, creams and gels, pumps, roll-ons, sticks

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Japan deodorants market

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

Pinpoint growth sectors and trends for investment

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Shiseido Company, Limited
Mandom Corporation
Lion Corporation
Kao Corporation
Unilever PLC

Chuo Bussan International Co., Ltd.
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