

# Male Grooming Products Market in Japan 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to StrategyHelix, the male grooming products market in Japan is expected to increase by US\$ 273 million during 2021-2027, expanding at a CAGR of 1.8% during the forecast period. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks 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 male grooming products. The Japan male grooming products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the male grooming products market in Japan is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of product, the male grooming products market in Japan has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment held the largest share of the Japan male grooming products market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the male grooming products market in Japan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. According to the research, the deodorants segment had the largest share in the male grooming products market in Japan.

The male grooming products market is dominated by key players, which are Mandom Corporation, Kao Corporation, Taisho Pharmaceutical Holdings Company Ltd.,

Edgewell Personal Care Brands LLC, Shiseido Company Limited, The Procter & Gamble Company.

#### Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

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 male grooming products market

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

Pinpoint growth sectors and trends for investment

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Mandom Corporation  
Kao Corporation  
Taisho Pharmaceutical Holdings Company Ltd.  
Edgewell Personal Care Brands, LLC  
Shiseido Company, Limited  
The Procter & Gamble Company  
About StrategyHelix

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