



Euromonitor
International

Air Care in Japan

February 2024

Table of Contents

Air Care in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 is another tough year for air care in Japan
ST Corp focuses on its Shoshu-Riki brand rather than Shaldan
Premiumisation continues in air care, with optimising sleep a focus

PROSPECTS AND OPPORTUNITIES

Cleverin's failure shows the difficulties of treating the air
Potential through offering ways to visualise and handle indoor air quality

CATEGORY DATA

Table 1 - Sales of Air Care by Category: Value 2018-2023
Table 2 - Sales of Air Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Air Care by Fragrance: Value Ranking 2021-2023
Table 4 - NBO Company Shares of Air Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Air Care: % Value 2020-2023
Table 6 - Forecast Sales of Air Care by Category: Value 2023-2028
Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Home Care in Japan - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 8 - Households 2018-2023

MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023
Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Home Care: % Value 2019-2023
Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 14 - Distribution of Home Care by Format: % Value 2018-2023
Table 15 - Distribution of Home Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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