

## Personal Hygiene/ Personal Care: Japan Industry Guide

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### Description

Datamonitor's Personal Hygiene/ Personal Care: Japan Industry Guide is an essential resource for top-level data and analysis covering the Japan Personal Hygiene/ Personal Care industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape, and profiles of the leading companies. This incisive report provides expert analysis with distinct chapters for Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-up, Oral Hygiene, Personal Hygiene, Skincare and Suncare

### Scope of the Report

- \* Contains an executive summary and data on value, volume and segmentation for Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-up, Oral Hygiene, Personal Hygiene, Skincare and Suncare
- \* Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- \* Incorporates in-depth five forces competitive environment analysis and scorecards
- \* Includes five-year forecasts for Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-up, Oral Hygiene, Personal Hygiene, Skincare and Suncare

### Highlights

- \* The Japanese bath and shower market generated total revenues of \$933.9 million in 2008, representing a compound annual growth rate (CAGR) of 3.9% for the period spanning 2004-2008.
- \* The Japanese deodorants market generated total revenues of \$657.2 million in 2008, representing a compound annual growth rate (CAGR) of 0.9% for the period spanning 2004-2008.
- \* The Japanese facial care market generated total revenues of \$8.7 billion in 2008, representing a compound annual growth rate (CAGR) of 2.8% for the period spanning 2004-2008.
- \* The Japanese fragrances market generated total revenues of \$816.2 million in 2008, representing a compound annual rate of change (CARC) of -2.2% for the period spanning 2004-2008. In comparison, the Chinese and Indian markets grew with CAGRs of 10.4% and 8.9%, respectively, over the
- \* The Japanese haircare market generated total revenues of \$3.9 billion in 2007, representing a compound annual growth rate (CAGR) of 1.3% for the period spanning 2003-2007.
- \* The Japanese hand and body care market generated total revenues of \$4 billion in 2008, representing a compound annual growth rate (CAGR) of 3.5% for the period spanning 2004-2008. The Japanese make-up market generated total revenues of \$3.4 billion in 2007, representing a compound annual growth rate (CAGR) of 1.6% for the period spanning 2003-2007.
- \* The Japanese oral hygiene market generated total revenues of \$2.3 billion in 2008, representing a compound annual growth rate (CAGR) of 2.4% for the period spanning 2004-2008.
- \* The Japanese personal hygiene market generated total revenues of \$2.5 billion in 2007, representing a compound annual growth rate (CAGR) of 2.1% for the period spanning 2003-2007.

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\* The Japanese skincare market generated total revenues of \$12,914.5 million in 2007, representing a compound annual growth rate (CAGR) of 2.9% for the period spanning 2003-2007.

\* The Japanese sun care market generated total revenues of \$430.4 million in 2008, representing a compound annual growth rate (CAGR) of 3.0% for the period spanning 2004-2008.

Why you should buy this report

- \* Spot future trends and developments
- \* Inform your business decisions
- \* Add weight to presentations and marketing materials
- \* Save time carrying out entry-level research

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