Consumer and Market Insights: Feminine Hygiene Market in Japan

Description:

The Japan’s Feminine Hygiene market is forecast to register negative growth in volume and marginal growth in value terms during 2015-2020. The Sanitary Pads category will have the largest volume share. Japan’s fast aging population will fuel the demand for everyday Feminine Hygiene products such as Pantiliners as a protection against light incontinence. Furthermore, a rising number of working women with busy lifestyles are demanding more convenient and enhanced leakage protection products which will boost the demand for Tampons. This is the only category expected to witness growth during 2015-2020.

Key Findings:

- A declining birth rate and an ageing population are creating new dynamics in the consumer goods market in Japan.
- The Feminine Hygiene market in Japan is forecast to register positive growth in value terms during 2015-2020 after registering a decline during 2010-2015.
- The Tampons category will register the fastest growth in value terms during 2015-2020.
- Sanitary Pads is the leading value category in Japan’s Feminine Hygiene market.
- Paper and Board is the most commonly used Packaging Materials in the Feminine Hygiene market.
- Aging Japanese women are fuelling demand for Pantiliners as a protection against mild incontinence.

Consumer and Market Insights report on the Feminine Hygiene market in Japan provides insights on high growth categories to target trends in the usage of packaging materials types and closures category level distribution data and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2010-2020.
- Category coverage: Value and growth analysis for Internal Cleansers and Sprays, Pantiliners and Shields, Sanitary Pads, Tampons and Women’s Disposable Razors and Blades with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020.
- Leading players: Market share of brands and private labels including private label growth analysis from 2011-2014.
- Distribution data: Value shares within each category through channels such as Hypermarkets and Supermarkets, Convenience Stores, Health and Beauty Stores and more.
- Packaging data: Consumption breakdown for packaging materials and containers in each category in terms of percentage share of number of units sold. Packaging material data for flexible packaging, rigid plastics, paper and board, and others; container data for Film, Box, Blister Pack, and others.
- Consumer level trends: Top four consumer trends which influence Feminine Hygiene consumption.
- Future outlook: Reviews and recommendations on how the market will shape up from 2015-2020.

Reasons To Buy:

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis.
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities

- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

- Access the key and most influential consumer trends driving Feminine Hygiene consumption and how they influence consumer behavior in the market which will help determine the best audiences to target

- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years resulting in revenue expansion

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