

# Toilet Care in Japan

February 2024

Table of Contents

## Toilet Care in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

COVID-19 reclassification and limited price increases lead to a drop in value sales

Long-lasting foam becomes a major trend in toilet care

While Kobayashi and Kao remain the leading companies, others are showing a greater presence

#### PROSPECTS AND OPPORTUNITIES

Holistic toilet care could lead to opportunities

Sustainability not yet embedded in toilet care

#### CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2018-2023

Table 2 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 5 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Toilet 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 7 - Households 2018-2023

#### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023

Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 - Distribution of Home Care by Format: % Value 2018-2023

Table 14 - Distribution of Home Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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