

# Oral Care in Japan

May 2023

Table of Contents

## Oral Care in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Mouthwashes/dental rinses continues to benefit from enhanced oral care routines  
Younger generations look to affordable whitening products driven by focus on self-image  
Increasing health consciousness drives demand for more sophisticated toothbrushes

#### PROSPECTS AND OPPORTUNITIES

Players to encourage more enhanced oral care routines to support overall health  
Mouthwashes/dental rinses offers further growth and development potential  
Focusing on attracting younger consumers with beauty positioning within oral care

#### CATEGORY DATA

- Table 1 - Sales of Oral Care by Category: Value 2017-2022
- Table 2 - Sales of Oral Care by Category: % Value Growth 2017-2022
- Table 3 - Sales of Toothbrushes by Category: Value 2017-2022
- Table 4 - Sales of Toothbrushes by Category: % Value Growth 2017-2022
- Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2018-2022
- Table 6 - NBO Company Shares of Oral Care: % Value 2018-2022
- Table 7 - LBN Brand Shares of Oral Care: % Value 2019-2022
- Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022
- Table 9 - LBN Brand Shares of Toothpaste: % Value 2019-2022
- Table 10 - Forecast Sales of Oral Care by Category: Value 2022-2027
- Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
- Table 12 - Forecast Sales of Toothbrushes by Category: Value 2022-2027
- Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

## Beauty and Personal Care in Japan - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

- Table 14 - Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
- Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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