



Deodorants in Japan

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Science-Driven Innovation and Premiumisation Boost Performance Amid Heat Challenges

Deodorant Wipes Lead Value Growth through Lifestyle-Driven Beauty Trend

Chart 2 - Deodorants Evolve into Daily Comfort Essentials

Brands Leverage Clean Reimagined Trend for Differentiation and Premiumisation

Chart 3 - Science-Led Deodorants Redefine Efficacy and Skin Comfort

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Players Anticipated to Drive Innovation Amid High Penetration and Climate Challenges

Deodorant Wipes Set to Remain the Largest, While Deodorant Roll-Ons Become the Best Performing

Pharmacies and Mass Retail Expected to Lead Distribution as Competition Intensifies

Chart 7 - Analyst Insight for Deodorants

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Finetoday Co Ltd and Nivea-Kao Co Ltd Maintain Leading Positions through Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Pharmacies Remain the Leading Distribution Channel Due to Frequent, Need-Based Purchases

Retail E-Commerce Remains Stable with a Focus on Replenishment and Convenience

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Deodorants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Deodorants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Japan - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Value Growth Slows Amid Cautious Spending and Ageing Population Dynamics

Skin Care Leads Value through Innovation Driven by Clean Reimagined Trend

Chart 21 - Barrier-Focused Dermocosmetics Redefine Clean Beauty

Brands Embed Longevity and Lifestyle Narratives to Sustain Value Growth

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Prioritise Essential Health and Premium Value Amidst Cautious Growth

Skin Care Leads with Steady Growth While Fragrances Deliver Rapid Value Expansion

Brands Anticipated to Innovate with Science and Lifestyle Narratives to Deepen Trust and Loyalty

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Large Domestic Manufacturers Consolidate Position through Trusted Portfolios and Scale

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pharmacies and Health and Personal Care Stores Gain Share as Department Stores Experience Stagnation

E-Commerce Grows Steadily Driven by the Replenishment of Trusted Daily-Use Products

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-japan/report.