



Bleach in Japan

April 2026

Table of Contents

Bleach in Japan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Kao Corp'S Multifunctionality Drive Fails to Halt Bleach Decline

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Kao Corp'S Multifunctionality Drive Fails to Halt Bleach Decline

Chart 2 - Kao Revamps Wide Haier Pro Series with Expanded Cleaning Uses and New Packaging

Economic Pressure and Consumer Shift Impact Bleach Sales

Chart 3 - Value Sales of Bleach 2020-2030

Chart 4 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Consumers Anticipated to Shift Away From Traditional Bleach Products

Multifunctionality Expected to Drive Innovation Despite Decline

Brands Anticipate Exploring B2b Opportunities to Stay Relevant

Chart 5 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Kao Corp Maintains Lead as Bleach Market Declines

Chart 6 - Company Shares of Bleach 2025

Chart 7 - Brand Shares of Bleach 2025

CHANNELS

Health and Beauty Specialists Lead Bleach Sales Due to Consumer Trust

Retail E-Commerce Grows Modestly as Consumers Value Convenience

Chart 8 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Japan - Industry Overview](#)

EXECUTIVE SUMMARY

Brands Innovate to Drive Sales in Challenging Economic Conditions

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Brands Innovate to Drive Sales in Challenging Economic Conditions

Laundry Care Dominates Market Share Due to Multifunctionality and Premiumisation

Chart 17 - Brands Launch Multifunctional, Cross-Surface Cleaning Solutions

Dishwashing Drives Growth with Multifunctional and Premium Offerings

Chart 18 - Major brands Launch Time-Saving, Multifunctional Formats

Chart 19 - Value Sales of Home Care 2020-2030

Chart 20 - Volume Sales of Home Care 2020-2030

Chart 21 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Consumer Bifurcation Anticipated to Influence Home Care Sales

Laundry Care Set to Remain the Largest Category While Innovation Becomes Essential

Chart 22 - Analyst Insight for Home Care

Sustainability and Premiumisation Drive Industry Trends

Chart 23 - Forecast Value Sales of Home Care 2020-2030

Chart 24 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Kao Corp and P&G Japan Gk Lead Market Consolidation

Chart 25 - Company Shares of Home Care 2025

Chart 26 - Brand Shares of Home Care 2025

CHANNELS

Health and Beauty Specialists Lead Sales through Convenience and Trust

Retail E-Commerce Grows Steadily with Eco-Friendly Products

Chart 27 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Home Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Home Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/bleach-in-japan/report.