



# Bath and Shower in Japan

April 2024

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## Bath and Shower in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Although value sales remain higher than pre-pandemic, normalisation of society leads to decline

Bath additives records decline due to climate and inflation, but value-added products increase

Bar soap and body wash/shower gel show stable demand

#### PROSPECTS AND OPPORTUNITIES

While minimal value growth is expected, bath additives and body wash/shower gel set to see good performances

Products with hair care and skin care values will attract consumers

Experiential events are key to improving brand image and driving brand switching

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