



Euromonitor  
International

# Air Care in Japan

February 2024

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## KEY DATA FINDINGS

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2023 is another tough year for air care in Japan  
ST Corp focuses on its Shoshu-Riki brand rather than Shaldan  
Premiumisation continues in air care, with optimising sleep a focus

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Cleverin's failure shows the difficulties of treating the air  
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## [Home Care in Japan - Industry Overview](#)

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