

Deodorant and Disinfectant Market in Japan: Key Findings 2009

Research Outline

Yano Research Institute has conducted a study on deodorant and disinfectant market in Japan with following conditions.

1. Research period: June to December 2009
2. Research targets: Deodorant and disinfectant product companies and related organizations
3. Research methodologies: Face-to-face interviews, telephone and email surveys and literature research

DEFINITION of Deodorant and Disinfectant Market in This Study

The deodorant and disinfectant market in this study includes three applications and six categories: 1) Industrial Use (a. industrial deodorant device market, b. VOC or Volatile Organic Compounds treatment device market); 2) Home Use (c. toilet deodorant market, d. clothes and cloth product deodorant market, e. room deodorant market); and 3) Auto Use (f. auto deodorant market).

Key Findings

- ◆ **Fiscal 2008 deodorant and disinfectant market size was 113.9 billion yen, which slightly decreased from the previous year, down by 2.0%**

The deodorant and disinfectant market declined by 2.0 percent from the previous year to 113.9 billion yen in fiscal 2008. By application, industrial use segment accounted for 22.3 percent (25.4 billion yen), home use segment 66.7 percent (76.0 billion yen) and auto use segment 11.0 percent (12.5 billion yen).

- ◆ **Fiscal 2009 market is forecast to be 113.0 billion yen due to the prolonged depression**

The deodorant and disinfectant market is forecast to decrease by 0.8 percent to 113.0 billion yen in fiscal 2009. Efforts in developing value added products and identifying potential demands are being paid attention.

Report format:

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➤ Research Summary

1. Market Overview

The size of deodorant and disinfectant market had exceeded 100 billion yen (based on sales value) in fiscal 2005 and had steadily grown until fiscal 2007. However, it turned to shrink in fiscal 2008 due to worsened depression. The fiscal 2008 market size was 113.9 billion yen, down by 2.0 percent from the previous year. By application, industrial use segment accounted for 22.3 percent (25.4 billion yen), home use segment 66.7 percent (76.0 billion yen) and auto use segment 11.0 percent (12.5 billion yen).

Industrial Use

Although industrial deodorant device market had steadily increased with the target industries' certain needs, company investments in the deodorant segment are becoming smaller due to the worsened depression since the fall of 2008. However, the demand for ozonators is expanding especially in the medical industry and ozonator products are spreading in medical institutions. On the other hand, in the VOC treatment market, new purchase orders tend to be postponed due to the depression although the market had expanded because of VOC emission regulation in the Clean Air Act enforced in April 2006.

Home Use

Increasing repeat purchase and acquiring new users are essential for every category of toilet deodorant, clothes and cloth product deodorant and room deodorant in order to increase the market size. Each company is making efforts to increase consumers purchase desire by renewing existing brands, offering seasonal or time sales products, and pursuing fashionable design. However, the market is influenced by the drop of purchase unit price due to consumers' choice of lower price refill products and the decrease of purchase activities due to consumers' declining income.

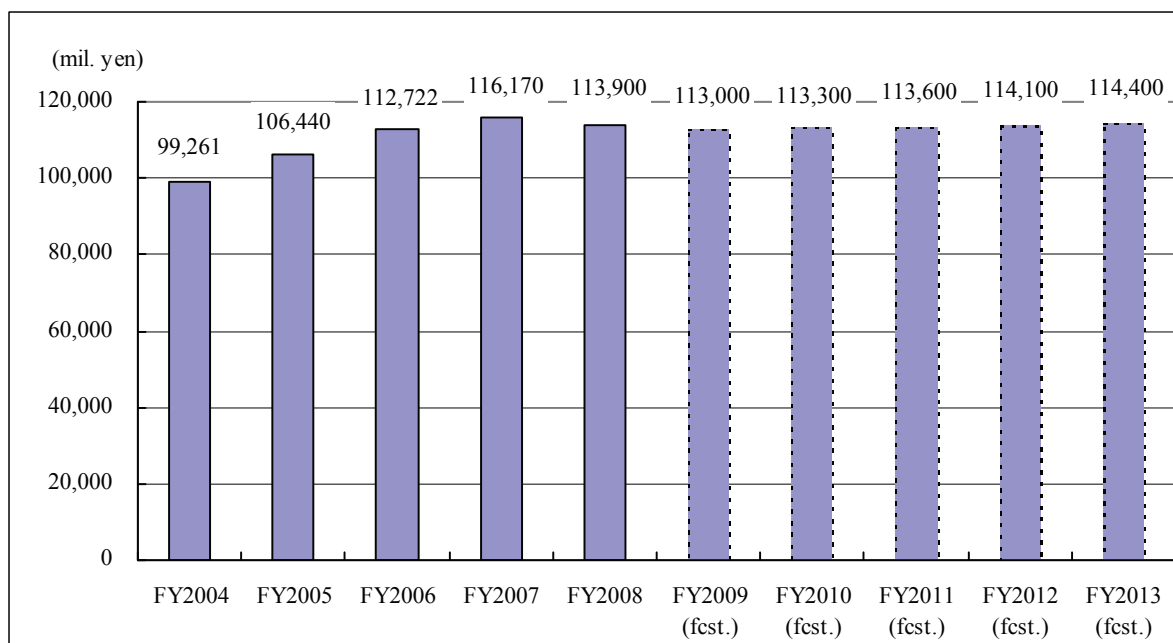
Auto Use

New products are periodically launched in the auto deodorant market. These days import goods companies are entering the market and providing a variety of products, which may take in a wide range of demands. However, similar to the home use segment, the auto use segment is also influenced by the drop of purchase unit and the decrease of purchase activities.

2. Market Outlook

The fiscal 2009 market size is forecast to decrease by 0.8 percent to 113.0 billion yen due to the continuance of depression. In the industrial use segment the demands may increase along with the people's awareness toward more comfortable and healthier life with the background of the Offensive Odor Control Law and if the depression is recovering. In the home use segment having repeat and new customers is important and thus the improvement of basic deodorant functions and the development of value addition would be some key points. In the auto use segment the acquisition of new customers who have not used auto deodorant products before is a key in addition to maintaining repeat customers.

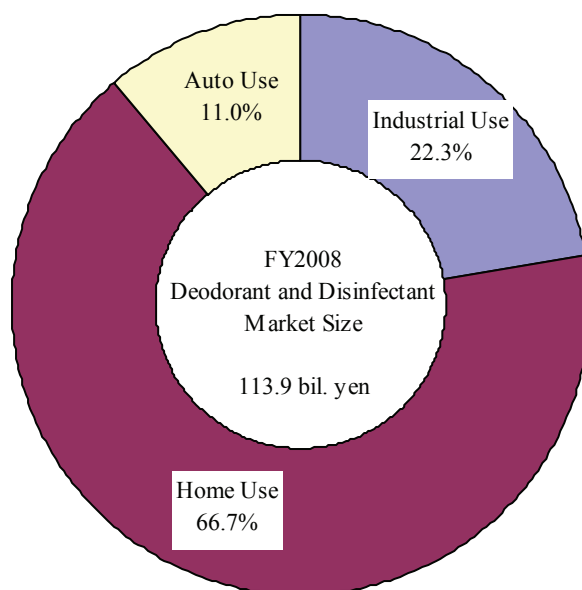
[Exhibit 1. Deodorant and Disinfectant Market Size History]



Estimated by Yano Research Institute Ltd.

Note: Based on company sales.

[Exhibit 2. Composition of Deodorant and Disinfectant Market by Application]



Estimated by Yano Research Institute Ltd.

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TITLE

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1. Research timing:

2. Research targets:

3. Research methodology:

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PUBLISHED REPORT

Deodorant and Disinfectant Market 2009

PUBLISHED REPORT LINK

http://www.yanoresearch.com/market_reports/C51204000

LINK at Report Introduction

<http://www.yanoresearch.com/press/press.php/000545>