



Euromonitor
International

Nappies/Diapers/Pants in Japan

May 2026

Table of Contents

Nappies/Diapers/Pants in Japan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Premiumisation Supports Value Growth as Falling Birth Rate Curbs Demand

Chart 2 - Major brands upgrade premium diaper lines with advanced leak guard and skin care features in 2025

Clean Wellness Launches Set New Benchmarks for Skin Health

Convenience Upgrades Provide Added Overnight Protection

Chart 3 - Skin friendly, low irritant innovation increases in Japan as brands double down on Clean Wellness in

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Intensify Premium Innovation to Counter Shrinking Demand

Disposable Pants Cement Lead as Digital Channels Reshape Loyalty

Household Spending Rises as Population Contracts and Value Grows

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unicharm Corp and P&G Japan Defend Leadership as Daio Paper Corp Gains Share

Chart 9 - Analyst Insight for Nappies/Diapers/Pants

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Drugstores Drive Sales as Parents Seek Value and Convenience

E-Commerce Accelerates as Parents Embrace Bulk-Buying and Subscriptions

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Nappies/Diapers/Pants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Nappies/Diapers/Pants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Japan - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Inflation And Premium Launches Fuel Value Growth Despite Ageing and Population Decline

Chart 21 - Japan's premium hygiene products surge with upgraded softness, design, and sensory features

Adult Incontinence Brands Drive Value Sales with Premium Launches

Premiumisation Is Further Complemented by the Clean Wellness and Convenience Trends

Chart 22 - Convenience-driven hygiene innovations streamline daily care and boost user ease in Japan

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Innovations Drive Value as Population Shifts Reshape Demand

Adult Incontinence to Witness Fastest Value Growth

Drugstores Defend Influence as E-Commerce Subscriptions Accelerate Growth

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unicharm Sustains Leadership through Premium Innovation and Brand Trust

Chart 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Drugstores Drive Loyalty with Frequent Promotions and Wide Product Range

Retail E-Commerce Accelerates Due to Bulk-Purchase and Home Delivery Appeal

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

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/nappies-diapers-pants-in-japan/report.