

Herbal/Traditional Products in Japan

Market Direction | 2022-10-13 | 26 pages | Euromonitor

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Report description:

Kampo, which is a Japanese word for Chinese herbal medicine, is preparations made from a combination of herbal medicines derived from natural plants, animals, minerals, etc., and has attracted attention in recent years for the lower risk of side-effects compared with chemically-produced OTC medicines. Kampo is often readily available at general drugstores and via e-commerce websites. Triggered by the COVID-19 pandemic, more consumers have become interested in improving their own immunity, and th...

Euromonitor International's Herbal/Traditional Products in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Herbal/Traditional Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Kampo (Chinese herbal medicine) gains attention as the concepts of prevention and immunity enhancement become more popular

Kampo is shown to be effective in the treatment and sequelae of COVID-19

Channel strategy and development of high value-added products is important in aojiru

PROSPECTS AND OPPORTUNITIES

Kampo expected to maintain demand due to combination with OTC drugs and online services

Development of products with a less bitter flavour is key to growth in ginseng

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