

Analgesics in Japan

Market Direction | 2023-10-20 | 28 pages | Euromonitor

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Report description:

Sales of analgesics in Japan have seen solid growth in current value terms in 2023 backed by increased opportunities for consumers to go out, the recovery in the number of inbound tourists, and a move away from the practice of wearing face masks on a daily basis. Nonetheless, it is important to note that while overall sales of analgesics are seeing solid growth this is being driven almost entirely by the recovery of topical analgesics/anaesthetic. This is the largest category in analgesics in Ja...

Euromonitor International's Analgesics 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Systemic Analgesics, Topical Analgesics/Anaesthetic.

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

Why buy this report?

- * Get a detailed picture of the Analgesics 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.

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KEY DATA FINDINGS

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Mixed fortunes for analgesics in 2023 with topical analgesics/anaesthetic being key to growth

Salonpas benefits from rebound in demand for topical analgesics/anaesthetic, while Loxonin S continues to make waves

Players focus on adding value to their product lines

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Players will need to address negative image issues to maintain demand

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