

Consumer Health in Japan

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Report description:

Sales of OTC products in Japan continue on the path to recovery in 2023 as the country sees an end to the pandemic. With the World Health Organisation (WHO) declaring the pandemic to be over in early 2023 there have been increased opportunities to go out and return to a mask-free lifestyle, while there has been an increased demand for products with higher unit prices with a higher level of active ingredients that can deliver immediate results. Motion sickness remedies and digestive remedies have...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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