

Cough, Cold and Allergy (Hay Fever) Remedies in Japan

Market Direction | 2023-10-20 | 27 pages | Euromonitor

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Report description:

Sales of cough, cold and allergy (hay fever) remedies in Japan have continued to recover in 2023. This is largely due to increased opportunities for consumers to go out and a shift away from the practice of wearing face masks on a daily basis. With consumers returning their pre-pandemic lifestyles, including class-based learning in education facilities and a return to the workplace, as well as an increase in socialising, the risk of transmitting viruses such as cold and flu has increased. Additi...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies 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: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

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

Why buy this report?

- * Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN JAPAN

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2023 DEVELOPMENTS

A return to pre-pandemic lifestyles spells good news for sales of cough, cold and allergy (hay fever) remedies

Lifting of COVID-19 restrictions and control measures a positive for sales of antihistamines/allergy remedies

Prices rise as players focus on providing faster and more effective relief

PROSPECTS AND OPPORTUNITIES

Positive influences on demand expected to be offset by negative ones

Players will need to invest in new product development and marketing to help increase demand for antihistamines/allergy remedies

Players could look to promote reduced side effects as a way of differentiating their products

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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