

## **Herbal/Traditional Products in Japan**

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

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### **Report description:**

In 2023, with COVID-19 moving to a class 5 disease and restrictions on social behaviour being lifted, consumers started to go out without wearing masks, leading to an increase in influenza, infectious diseases with cough symptoms, and heat stroke. In addition, increased opportunities to go out in spring and summer, when temperatures are higher, and strong sales of higher-priced products such as Sato Pharmaceutical's Yunkel Koutei Eki, which was relaunched in 2023, contributed to a recovery in de...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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Euromonitor International  
October 2023

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Increase in inbound arrivals from Asia benefiting sales of herbal/traditional products in 2023

Negative publicity threatens sales of herbal/traditional products

##### PROSPECTS AND OPPORTUNITIES

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