

Paediatric Consumer Health in Japan

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

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Report description:

Overall, sales of paediatric consumer health are in decline in current value terms in Japan in 2023. Nonetheless, the performances vary by product category with some benefiting from a post-pandemic recovery while others are facing headwinds. For instance, paediatric acetaminophen and paediatric cough/cold remedies saw demand increase in 2022 as the ban on the immunisation of children aged 5-11 against COVID-19 was lifted. Consumers turned to paediatric acetaminophen to help their children avoid...

Euromonitor International's Paediatric 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: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

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

Why buy this report?

- * Get a detailed picture of the Paediatric 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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Players focusing on offering products that are suitable for the whole family

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Economic pressures expected to help sustain demand for paediatric vitamins and dietary supplements

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Self-medication/self-care and preventive medicine

Switches

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