

Consumer Health in Japan

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Report description:

In 2024, overall consumer health in Japan is set to see minimal retail current value growth. In terms of OTC categories, the number of influenza cases in 2024 has reached a higher level than in 2023, and infectious diseases such as group A streptococcal pharyngitis have also been prevalent, which is set to result in rising value sales for products such as systemic analgesics, combination products - cough, cold and allergy (hay fever) remedies, and cough remedies. Diarrhoeal remedies and motion s...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Health in Japan

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List Of Contents And Tables

CONSUMER HEALTH IN JAPAN

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024

Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 8 Distribution of Consumer Health by Format: % Value 2019-2024

Table 9 Distribution of Consumer Health by Format and Category: % Value 2024

Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Systemic analgesics sees a continued value growth trend due to persistent infections

New products emerge in adult acetaminophen, in which OTC medication choices were limited

Growth trend in topical analgesics/anaesthetic continues, supported by domestic and inbound demand

PROSPECTS AND OPPORTUNITIES

Diverse factors set to drive growth in analgesics

Stocking of topical analgesics/anaesthetic to ensure disaster preparedness

Encouraging a move to OTC medications as a fiscal measure

CATEGORY DATA

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Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales maintain slow growth, due to high infection rate but low pollen count

Price adjustments for OTC medicines

Overdose becomes a social issue

PROSPECTS AND OPPORTUNITIES

Continued stability ahead

From seasonal hay fever prevention to year-round allergy prevention

Self-medication as a growth driver

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Digestive remedies maintains its growth trend, continuing its rebound from the pandemic

Price revision for the leading player in diarrhoeal remedies

Motion sickness remedies sees family-oriented promotions

PROSPECTS AND OPPORTUNITIES

Various factors expected to drive a slowdown in growth

Increase in retailers' private label lines and channels set to intensify the competition

Potential for new cases of motion sickness from emerging technologies

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales see negligible growth overall, with variations across categories

"Strong" steroids enter the OTC space

Expansion of the femcare concept

PROSPECTS AND OPPORTUNITIES

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Upcoming positive and negative factors for dermatologicals

Active development of dermatologicals by private label

Marketing strategies for products which are embarrassing to buy in-store

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 35 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

NRT SMOKING CESSATION AIDS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow and steady decline is maintained in 2024

Switch to heated tobacco impacts NRT smoking cessation aids

Corporate incentives to quit smoking

PROSPECTS AND OPPORTUNITIES

Prospect of tobacco tax increase could provide a short-term boost

Municipal actions to limit smoking may impact sales

Diversification from cigarettes creates a mixed picture

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

SLEEP AIDS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Many sleep-deprived consumers in Japan are not turning to sleep aids

The potential for enlightenment about the importance of sleep

Safety over efficacy can help reassure consumers

PROSPECTS AND OPPORTUNITIES

Value stagnation expected in the forecast period

Promoting sleep as a positive lifestyle change in brand campaigns

From competitors to collaborators

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2019-2024

Table 45 Sales of Sleep Aids: % Value Growth 2019-2024

Table 46 NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 47 LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 48 Forecast Sales of Sleep Aids: Value 2024-2029

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2024-2029

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EYE CARE IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Eye care struggles to achieve growth in 2024 due to low pollen symptoms

Targeting all generations, one by one

Growth of all-in-one products

PROSPECTS AND OPPORTUNITIES

Increase in eye problems, and alternative solutions

Change of class will lead to distribution changes

A move towards new forms of differentiation

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2019-2024

Table 51 Sales of Eye Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Eye Care: % Value 2020-2024

Table 53 LBN Brand Shares of Eye Care: % Value 2021-2024

Table 54 Forecast Sales of Eye Care by Category: Value 2024-2029

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

WOUND CARE IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stability in wound care in value terms

Momentum for hydrocolloid wound care products

Strong impact of a simple but new idea

PROSPECTS AND OPPORTUNITIES

Wound care expected to face diverse demands

Family-oriented and disaster prevention awareness-raising activities

Differentiation through anime collaborations and unique designs

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2019-2024

Table 57 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Liposomal vitamin C gains popularity

Tonics recovers, but struggles to compete with energy drinks

Seasonality of vitamin C, which is more popular in the summer

PROSPECTS AND OPPORTUNITIES

Vitamins expected to maintain a strong performance

How changes in vitamin standards and research findings could affect future demand

Competition with other categories

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2019-2024

Table 63 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 64 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 65 NBO Company Shares of Vitamins: % Value 2020-2024

Table 66 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 67 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dietary supplements sees positive and negative movements

Impact of "benikoji issue"

Kirin acquires Fancl to expand its areas of business

PROSPECTS AND OPPORTUNITIES

Using dietary supplements to prevent illness and maintain health will attract attention

The rise of femtech

The expansion of private label

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2019-2024

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 71 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 72 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales decline due to the impact of the red yeast rice issue

Shift from dieting to emphasising overall health and nutrition

The trend of promoting nutritional balance over dieting

PROSPECTS AND OPPORTUNITIES

A return to growth in the forecast period, with a focus on preventive care

Diversification of "health"

Targeting different consumer groups in supplement nutrition drinks

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

The growth of sports protein products continues

Sports protein products takes in health trends

Promotion using athletes and personalities

PROSPECTS AND OPPORTUNITIES

Fusion of sports nutrition and complete nutrition concepts

Approaching the older consumer group

Protein likely to increasingly be chosen over alcohol

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2019-2024

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 84 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

The end of the pandemic impacts sales of herbal/traditional products

Utilising Kampo to reach a new customer base

Business opportunities in PFC balance

PROSPECTS AND OPPORTUNITIES

Capturing the wellness trend

Strengthening communication to attract consumers

A more holistic approach could attract a wider audience

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Outbreaks of common colds, influenza, and COVID-19 support sales

Protein for children increasingly valued

Dietary supplements for families

PROSPECTS AND OPPORTUNITIES

The impact of the low birth rate in Japan

Solutions to "modern malnutrition"

The continued development of paediatric medicines due to government intervention

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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