

Consumer Health in Japan

Market Direction | 2024-09-18 | 118 pages | Euromonitor

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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.

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Euromonitor International
September 2024

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