

Japan Fertility and Pregnancy Rapid Kits Market Assessment, By Product [Pregnancy Rapid Tests, Fertility Rapid Tests], By Test Type [LH Urine, FSH Urine, hCG Blood, hCG Urine], By Distribution Channel [Pharmacies, Gynecology/ Fertility Clinics, E-commerce Platforms, Hypermarkets and Supermarkets], By Region, Opportunities and Forecast, FY2018-FY2032F

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Report description:

Japan fertility and pregnancy rapid kits market is projected to witness a CAGR of 6.00% during the forecast period FY2025-FY2032, growing from USD 116.23 million in FY2024 to USD 185.25 million in FY2032. The growth of the market can be attributed to the rising cases of infertility in the country due to evolving lifestyles, resulting in an increased demand for at-home, rapid testing solutions, that are relatively convenient to use. Additionally, the rising awareness about reproductive health and fertility, along with the presence of a tech-savvy population and an advanced healthcare sector, are also providing lucrative growth opportunities for the market. Meanwhile, the easy availability of these kits across different online and offline retail channels also enhances user convenience and accessibility, further propelling the market's expansion.

Moreover, the rising number of working women is also contributing to delayed parenthood and increasing the reliance on fertility kits and other solutions for tracking fertility. The general population prefers such kits due to the privacy offered by these tools and the availability of rapid results. According to statistics released by the International Monetary Fund in November 2023, female participation in the labor force rose from 63% in 2012 to 74% in 2022.

Additionally, increasing government efforts to improve access to healthcare services and promote reproductive health is also expected to play a significant role in Japan's market evolution. Increasing collaborations between healthcare providers and manufacturers to expand their distribution networks is allowing them to ensure that their kits reach a wider population base. Moreover, the growing preference for user-friendly and effective diagnostic tools in the country also positively influences the market's expansion.

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Rising Cases of Infertility Boost Market Expansion

Increasing cases of infertility in Japan is one of the major drivers of the country's fertility and pregnancy rapid kits market. As per the estimates of an article published in the Journal of Occupational Health in April 2024, 1 in 4.4 couples in Japan are undergoing infertility testing or treatments. As more and more couples face difficulties in conceiving, they rely on fertility monitoring solutions, including fertility rapid kits, to assess their fertility status. Additionally, the growing preference for self-monitoring and discreet health solutions is also propelling the market's demand. Such kits allow couples to privately monitor their reproductive health and seek medical help in cases of fertility decline.

Supportive Government Initiatives Bolster Market's Demand

The increasing efforts of the government of Japan to boost the country's birthrate are augmenting the market's growth by creating an environment that is supportive of improving reproductive health and encourages the general public to focus on family planning. The government's initiatives to support family planning include provision of subsidies for fertility preservation services, financial incentives, and improvement in work-life balance. In December 2024, the Tokyo government announced the 4-day work week for its employees, starting April 2025, to improve the falling fertility rates in the country. The government has also made provision to allow parents of young children to trade their salary to leave work earlier than usual. By enforcing the four-day work week, the government hopes that couples will have reduced work pressure and will be able to focus on raising children and building families. As more couples focus on starting families, the requirement for private and convenient testing solutions is expected to increase significantly in the country, resulting in the rapid growth and expansion of the market.

Increasing Incidences of Gynecological Disorders Boosts Market Expansion

The rising cases of gynecological disorders are propelling the requirement for reproductive health monitoring tools, including fertility and pregnancy rapid kits. Some of the most prevalent gynecological conditions among women include endometriosis, dysmenorrhea, and vulvovaginal symptoms. According to the estimates of an article published in the Journal of Obstetrics and Gynecology Research in May 2024, approximately 80% of women in Japan in their 20s to 50s experience vulvovaginal symptoms. Such disorders can often result in the development of fertility issues, prompting individuals to rely on different tools and technologies to monitor their fertility status and pregnancy. Thus, providing lucrative growth opportunities to the market due to cultural perceptions, most individuals prefer to use convenient and private testing solutions for managing and monitoring their reproductive health.

Pregnancy Rapid Tests Account for Significant Market Share

The segment's growth can be attributed to the widespread use of pregnancy rapid tests due to the convenience offered by these solutions. These devices are affordable, easy to use, and provide quick results, making them increasingly popular among couples in Japan for confirming pregnancies early. The preference for privacy is further propelling the reliance on at-home testing solutions including pregnancy rapid tests in Japan. Moreover, these kits are easily available across a wide range of distribution channels, including e-commerce platforms, supermarkets, and pharmacies, improving their accessibility and providing lucrative opportunities for the segment's expansion.

Future Market Scenario (FY2025 - FY2032F)

- According to the Japan fertility and pregnancy rapid kits market analysis, the market is anticipated to observe significant growth in the coming years due to a strong cultural focus on health and wellness, continuous technological innovations, and rising consumer awareness about the different technologies and services available in the market.
- Growing emphasis on family planning and increasing popularity of delayed parenthood in the country are also expected to positively influence the market's expansion as fertility tracking becomes crucial for couples planning pregnancies at later stages of life. Moreover, rising government initiatives to support fertility services to combat the declining birthrate are also expected to positively influence the affordability and availability of fertility and pregnancy rapid kits.
- Educational campaigns and public health initiatives that promote reproductive health awareness are also expected to propel the market's demand. Growing discussions about pregnancy, fertility, and infertility in online forums and media in the country are normalizing at home testing and monitoring and reducing the stigma associated with these topics.

Key Players Landscape and Outlook

Novel product launches by the leading pregnancy and fertility kit providers is supporting the market's expansion. In October 2024, First Response (Church & Dwight Co., Inc.) launched the Multi Check Pregnancy Test Kit featuring EasyCup. The kit's innovative

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design simplifies the process of confirming the pregnancy. The EasyCup integrates a sample collection cup with a test strip and draws inspiration from clinical urine sample collection methods. The kit contains two rapid result pregnancy tests and one EasyCup, providing multiple options for conducting tests and enhancing user convenience.

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