

**Japan Stomach Cancer Treatment Market Assessment, By Treatment Type  
[Immunotherapy, Targeted Therapy, Chemotherapy, Others], By Type  
[Adenocarcinomas, Gastrointestinal Stromal Tumors (GISTs), Gastroesophageal  
Junction Cancer], By Drug Class [PD-1/PD-L1 Inhibitors, HER2 Antagonists, VEGFR2  
Antagonists, Other Drug Classes], By Route of Administration [Oral, Injectable], By  
Distribution Channel [Hospital Pharmacies, Specialty and Retail Pharmacies, Others],  
By Region, Opportunities and Forecast, FY2019-FY2033F**

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**Report description:**

Japan stomach cancer treatment market is projected to witness a CAGR of 14% during the forecast period FY2026-FY2033, growing from USD 1.35 billion in FY2025 to USD 3.86 billion in FY2033. The market's growth can be attributed to the rising prevalence of stomach cancer in the country owing to the rapid expansion of the geriatric population and increasing consumption of food products rich in salt, growing focus on introducing innovative therapies, and rising investments in research and development activities. As per the estimates of the World Economic Forum, over 1 in 10 people in Japan are 80 or older. The treatment landscape for the condition includes chemotherapy, targeted therapy, and surgical intervention along with emerging immunotherapy options. Government-backed initiatives in combination with early detection initiatives are allowing the detection of gastric cancer at earlier stages, improving treatment outcomes.

Moreover, the high prevalence of *Helicobacter pylori* infection in Japan is also providing lucrative growth opportunities to the market. *H. pylori* is a gastric pathogen whose chronic pathogen damages the lining of the stomach, resulting in the initiation of a series of changes that can cause cancer. According to an article published by Baishideng Publishing Group, the overall

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seroprevalence rate of H. pylori infection in Japan was 37.6%-43.2% in 2022. The country's robust healthcare infrastructure and involvement of private sector are ensuring the accessibility to sophisticated treatment solutions.

#### Increasing Innovations Support Market Expansion

Rising innovations are augmenting the availability of personalized medicines and advanced therapies in Japan. Increasing investments in research and development coupled with the surge in the approval of novel therapies and clinical trials are further bolstering the availability of effective therapeutic solutions. For instance, in April 2025, Hoth Therapeutics, Inc. obtained a new patent from the Japan Patent Office, reinforcing their intellectual property rights in the area of immunological diseases and RNA-based therapies for cancer. This patent strengthens the company's intellectual property position in Japan, enabling exclusive development and commercialization of the innovative RNA therapy. Such advancements expand the therapeutic solutions available to oncologists, allowing them to provide personalized treatment solutions and improving patient outcomes.

#### Research Efforts Boost Market Growth

Increasing research efforts to bolster the understanding of gastric cancer and the effectiveness of different screening approaches is providing lucrative growth opportunities for the market. Longterm and on-going studies such as the Tokyo Gastric Cancer Screening Study aim to provide valuable data for gastric cancer screening strategies in Japan. The study's collaboration with medical associations and municipal governments in Tokyo is generating valuable data that can be beneficial in the development of future national screening policies. By detecting cancers and precancerous conditions at earlier stages, the program increases the number of patients eligible for curative and minimally invasive treatments, thereby boosting demand for the advanced therapies, and providing lucrative growth opportunities for the market.

#### High Salt Consumption is Driving the Market's Demand

Traditionally, the Japanese diet has been high in salted, pickled, and smoked foods, as well as preservatives like nitrates, all of which are strongly associated with an increased risk of stomach cancer. Epidemiological studies have consistently shown that high salt intake and the consumption of preserved foods elevate the risk of stomach cancer. The continued consumption of food products rich in salt is driving both the incidence and detection of stomach cancer, leading to an increased demand for advanced diagnostic and therapeutic interventions. Increasing government efforts such as public health campaigns focused on nutritional education, screening, and early detection are also raising awareness and propelling the rate of early diagnosis. Thus, the requirement for effective and innovative treatments is rising, fueling the market's growth in the country.

#### Targeted Therapies Hold Major Market Share

The different advantages associated with targeted therapies include improved survival rates and higher efficacy due to their ability to specifically attack cancer cells with certain molecular markers and genetic mutations, including HER2, is propelling the segment's growth. Their precise mode of action ensures reduced side effects as compared to chemotherapy, increasing their appeal to both patients and oncologists alike. Thus, various pharmaceutical companies are focusing on developing targeted therapies. For instance, in February 2025, Chugai Pharmaceutical Co., Ltd. received approval from Japan's Ministry of Health, Labor and Welfare (MHLW) for its humanized anti-PD-L1 monoclonal antibody/ anti-cancer agent Tecentriq Intravenous Infusion. Such advancements and growing focus on the development of oncological solutions are bolstering the availability of innovative therapies and providing lucrative growth opportunities for the market.

#### Impact of the U.S. Tariff on Japan Stomach Cancer Treatment Market

- The recently introduced tariffs are expected to impact the collaborative efforts and partnerships between the United States and Japanese pharmaceutical companies. Research partnerships and joint ventures among such companies could also face financial damages, potentially slowing the introduction of innovative therapeutic solutions for stomach cancer in Japan.
- The tariffs are also expected to propel the treatment expenses for cancer patients and increase the strain on the country's healthcare system, potentially limiting the accessibility of targeted therapies, immunotherapy, and chemotherapy.
- Such challenges might encourage domestic pharmaceutical and medical device companies to decrease their reliance on imports and bolster the production of pharmaceutical products and medical devices in Japan.

#### Key Players Landscape and Outlook

Rising product approvals from the MHLW for new therapies are allowing clinicians to gain access to therapeutic solutions that are tailored to diverse genetic profiles, improving treatment outcomes. For instance, in March 2024, Astellas Pharma Inc. received approval from the MHLW for VYLOY (zolbetuximab), for patients with advanced or recurrent, unresectable, and CLDN18.2 positive,

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gastric cancer. The approval is based on clinical trials that demonstrated improvements in the overall survival and progression of the disease when VYLOY was administered in combination with chemotherapy. Such approvals ensure that the patient population is equipped with viable treatment options and also stimulate competition among regional pharmaceutical companies to accelerate the introduction of innovative therapies, positively influencing the market's expansion.

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