

Japan Topical Pain Relief Market Report and Forecast 2025-2034

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Report description:

The Japan topical pain relief market was valued at USD 515.65 Million in 2024, driven by the rising arthritis prevalence in the region. The market is anticipated to grow at a CAGR of 4.90% during the forecast period of 2025-2034, with the values likely to reach USD 831.97 Million by 2034.

Japan Topical Pain Relief Market Overview

Topical pain relief involves the application of creams, gels, or patches directly to the skin to relieve localized pain, offering targeted treatment with minimal systemic effects. It is widely used for conditions such as arthritis, muscle aches, and minor injuries. In Japan, the topical pain relief market is growing steadily, supported by an aging population, rising musculoskeletal conditions, and a strong preference for non-invasive therapies.

Japan Topical Pain Relief Market Growth Drivers

Rising Rheumatoid Arthritis Prevalence to Support the Market Expansion

The increasing incidence of rheumatoid arthritis (RA) is significantly driving the growth of the topical pain relief market in Japan. In March 2024, a health report revealed that the estimated prevalence of RA in Japan is approximately 825,000 people, accounting for nearly 0.65% of the population. This rising patient base is expected to boost demand for effective topical therapies, supporting market expansion.

Japan Topical Pain Relief Market Trends

The market is witnessing several trends and developments to improve the current scenario. Some of the notable trends are as follows:

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Expansion of Japanese Healthcare Brands Set to Impact Market Dynamics

A key trend in the market is the global expansion of Japanese healthcare brands to emerging markets. In April 2025, Hisamitsu Pharmaceutical Co., Ltd. introduced its flagship product, Salonpas, a pain management solution in Nigeria, highlighting its international growth strategy. This move strengthens brand visibility worldwide, likely boosting Japan topical pain relief market growth and competitive position.

Japan Topical Pain Relief Market Segmentation

The market report offers a detailed analysis of the market based on the following segments:

Market Breakup by Drug Class

- Opioids

??- Hydrocodone

??- Oxycodone

??- Morphine

??- Fentanyl

??- Others

- Non-opioids

??- Ibuprofen

??- Naproxen

??- Diclofenac

??- Acetaminophen

??- Lidocaine

??- Capsaicin

??- Corticosteroids

??- Prednisone

??- Dexamethasone

??- Others

Market Breakup by Formulation

- Creams and Ointments

- Gel

- Liquid/Oil

- Patch

- Sprays

- Others

Market Breakup by Packaging Types

- Tubes

- Containers & Jars

- Aerosol Containers

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- Dermal Patches
- Roll On Bottles

Market Breakup by Distribution Channel

- Hospital Pharmacies
- Retail Pharmacies
- Online Pharmacies
- Others

Japan Topical Pain Relief Market Share

Segmentation Based on Drug Class Holds a High Market Value

Based on the drug class, the market is divided into opioids and non-opioids. Non-opioid topical pain relief products are expected to lead the market, driven by growing concerns over opioid misuse and increasing preference for safer, non-addictive alternatives. These products offer effective pain management with reduced risk, appealing to a broader consumer base.

The Creams and Ointments Segments to Propel Japan Topical Pain Relief Market Growth

The market is segmented into creams and ointments, gels, liquid/oil, patches, sprays, and other formulations. Creams and ointments are expected to dominate the market due to their versatility, ease of application, and effectiveness in delivering localized pain relief. These formulations are preferred for various pain conditions and have a well-established consumer base.

The Tubes Packaging Type Segmentation to Lead the Market

The market, based on the packaging type, is categorized into tubes, containers and jars, aerosol containers, dermal patches, and roll-on bottles. Tubes are anticipated to lead the market, as they are convenient, portable, and easy to use for both consumers and healthcare professionals. Their ability to provide accurate doses and hygienic application enhances their popularity.

Segmentation by Distribution Channel to Shape the Japan Topical Pain Relief Market

Hospital pharmacies, retail pharmacies, online pharmacies, and others together make up the distribution channel. Online pharmacies are expected to lead the market, driven by the growing trend of e-commerce and the convenience of home delivery. This channel is gaining traction due to its accessibility, competitive pricing, and ease of purchasing.

Japan Topical Pain Relief Market Analysis by Region

The topical pain relief market in Japan shows regional variation, with the largest demand concentrated in urban areas like Tokyo and Osaka due to higher health awareness and access to healthcare. Rural regions exhibit steady growth, driven by the aging population and increasing preference for convenient, non-invasive pain management. Regional differences highlight varying healthcare accessibility and local preferences for topical treatments.

Leading Players in the Japan Topical Pain Relief Market

The key features of the market report comprise patent analysis, grant analysis, funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

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Kobayashi Pharmaceutical

Kobayashi Pharmaceutical Co., Ltd., headquartered in Osaka, Japan, was established in 1886. The company is actively involved in the topical pain relief market with products like Ammeltz, a topical anti-inflammatory pain reliever, and disposable body warmers used for soothing aches and pains. Kobayashi continually innovates to meet the growing demand for localized, non-invasive pain management solutions.

Haleon Group

Haleon Group was established in 2019 and is headquartered in Weybridge, United Kingdom. In the topical pain relief market, Haleon is active through leading brands like Voltaren, a widely recognized anti-inflammatory gel. The company's strong focus on science-based, consumer-trusted products reinforces its growing role in addressing localized pain management needs.

Bayer AG

Bayer AG is actively involved in the topical pain relief market. It is headquartered in Leverkusen, Germany, and was established in 1863. Its products, including AleveX topical solutions and Aspirin, address minor arthritis, back, and neck pain. Bayer's focus on innovative, non-invasive pain relief solutions aligns with Japan's growing demand for effective and accessible topical treatments.

Hisamitsu Pharmaceutical Co., Inc.

Hisamitsu Pharmaceutical Co., Inc., established in 1847 and headquartered in Tosu, Japan, is a leading player in the Japan topical pain relief market. Its flagship product, Salonpas, a topical analgesic patch, is recognized globally, with a significant market share. Hisamitsu also offers a variety of over-the-counter pain relief products like Nobinobi Salonsip and Air Salonpas, as well as prescription transdermal analgesics, enhancing its presence in both local and international markets.

Other key players in the market include Johnson & Johnson Services Inc., Pfizer Inc., Sanofi, Reckitt Benckiser Group, Novartis AG, and Taiho Pharma.

Key Questions Answered in the Japan Topical Pain Relief Market Report

- What was the India topical pain relief market value in 2024?
- What is the India topical pain relief market forecast outlook for 2025-2034?
- What is the market segmentation based on drug class?
- What is the market breakup based on the formulation?
- How is the market segmented based on packaging type?
- How is the market divided based on the distribution channel?
- What major factors aid the demand for the India topical pain relief market?
- How has the market performed so far, and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major India topical pain relief market trends?
- Which drug class is expected to dominate the market segment?
- Which formulation is projected to lead the market segment?
- Which packaging type is anticipated to drive the market segment?
- Which distribution channel is likely to dominate the market segment?
- Who are the key players in the India topical pain relief market?

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- What is the patent landscape of the market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

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