

## **Japan Mother and Child Healthcare Market Size and Share Outlook: Forecast Trends and Growth Analysis Report (2025-2034)**

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### **Report description:**

The Japan mother and child healthcare market was valued at USD 63.92 Billion in 2024 and is expected to grow at a CAGR of 13.20% , reaching USD 220.85 Billion by 2034 . The market growth is supported by advanced hospital infrastructure, strong emphasis on neonatal care, and a growing preference for non-invasive prenatal testing. Rising fertility treatments and government initiatives encouraging childbirth amid declining birth rates are influencing demand. Continued innovation in maternal diagnostics is expected to sustain market growth during the forecast period.

### Key Market Trends and Insights

- Based on services, the birthing services segment is projected to dominate the market during the forecast period.
- By maternal age, the 31-38 segment will likely hold around 30% of the market share during the forecast period.
- By location, the hospitals and clinics segment is expected to remain a prominent contributor during the forecast period.

### Market Size and Forecast

- Market Size (2024): USD 63.92 Billion
- Projected Market Size (2034): USD 220.85 Billion
- CAGR (2025-2034): 13.20%

### Japan Mother and Child Healthcare Market Overview

Mother and child healthcare in Japan prioritize safe pregnancies, neonatal care, and early childhood development. Integrated healthcare models, digital monitoring, and advanced screening programs enhance maternal and infant outcomes. The market was valued at USD 63.92 Billion in 2024 . The regional emphasis on research, nutrition management, and maternal mental health

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supports evidence-based care across the population. The market is witnessing steady growth, fueled by technological adoption, government-led maternal support programs, and innovations in perinatal and pediatric care services, addressing both urban and rural healthcare needs efficiently.

## Japan Mother and Child Healthcare Market Growth Drivers

### Rising Focus on Maternal and Infant Health to Strengthen the Market Growth

The growing emphasis on improving maternal and infant healthcare outcomes is driving the expansion of the market. In April 2024, preliminary demographic data released by the Ministry of Health, Labor, and Welfare revealed 720,988 births across the country, highlighting a continued need for advanced prenatal, neonatal, and pediatric care services. This development underscores the government's efforts to enhance healthcare accessibility, promote early interventions, and support population health initiatives. As a result, increasing investments in maternal and child wellness programs are expected to significantly contribute to market growth in the coming years.

## Japan Mother and Child Healthcare Market Trends

The market is witnessing notable trends, including the expansion of programs supporting maternal health and the strengthening of postnatal and community care frameworks.

### Rising Programs Supporting Mothers to Enhance the Japan's Maternal Healthcare Framework

Japan is witnessing a rise in programs designed to protect and support vulnerable mothers, reflecting a broader commitment to inclusive maternal care. In March 2025, Sanikukai Hospital in Tokyo introduced an initiative enabling women to give birth while maintaining privacy, becoming the second facility in the nation to offer such a service. The program provides a secure option for women facing unwanted pregnancies and ensures proper welfare measures for newborns. Such advancements highlight Japan's evolving maternal support infrastructure, likely enhancing overall market growth.

### Strengthening Postnatal and Community Care Frameworks Likely to Enhance Japan Mother and Child Healthcare Market Demand

The increasing emphasis on postnatal and community-based support systems is a notable trend shaping the market. In December 2022, researchers from the National Institute of Public Health and Toho University highlighted that Japan's healthcare framework is evolving, changing family structures, and higher female employment. The revision of the Child Welfare Act and the creation of the Agency for Children and Families reflect a national effort to expand comprehensive maternal and child welfare services. This growing focus on integrated and preventive care is expected to significantly enhance market growth by improving accessibility, continuity, and quality of maternal and child healthcare across Japan.

## Japan Mother and Child Healthcare Market Share

### 31-38 Segmentation to Lead the Market by Maternal Age

The market is segmented by maternal age into four categories, namely, under 20, 21-30, 31-38, and 39 and above. Among these, the 31-38 age group is expected to lead the market. According to Kazuma Tagami et al. (2025), women aged 30-34.9 years accounted for the highest proportion of deliveries, with the average maternal age at delivery being 31.2 years. This indicates that healthcare demand and service utilization are most concentrated within this age group.

## Leading Players in the Japan Mother and Child Healthcare Market

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

#### St. Luke's International Hospital

St. Luke's International Hospital, part of a regional perinatal center network, offers comprehensive maternal and neonatal services. The hospital manages pregnancies of varying complexity, including advanced maternal age cases and multiple births, while addressing conditions such as hypertension, diabetes, and hereditary diseases. Its NICU and specialized pediatric surgical teams provide essential care for newborns requiring intervention. The maternity care and birth clinic provide prenatal preparation, delivery support, and postnatal recovery services, ensuring safe childbirth and continued maternal and infant care through coordinated clinical teamwork.

#### Kyushu University Hospital

Kyushu University Hospital plays a pivotal role in Japan's mother and child healthcare sector through its Department of Child and Adolescent Psychiatry. Catering to patients from prenatal stages through adolescence, the hospital addresses postnatal depression, mother-infant bonding issues, and developmental disorders. The institution utilizes a multidisciplinary team approach, combining the expertise of psychiatrists, psychologists, neonatologists, and obstetricians. In addition to clinical services, it emphasizes research collaborations with international centers, advancing perinatal psychiatry, and contributing to evidence-based best practices in maternal and child mental health nationwide.

#### Nagoya University Hospital

Nagoya University Hospital's Center for maternal-neonatal care in Japan. It provides comprehensive support for mothers and infants using advanced medical technology. Its divisions of Reproduction and Perinatology, and Neonatology, manage high-risk pregnancies, fertility treatments, and critically ill newborns. The hospital performs specialized procedures such as in vitro fertilization, microinsemination, and neonatal intensive care, including extracorporeal membrane oxygenation. Ongoing research in regenerative medicine, prenatal diagnostics, and perinatal complications positions the hospital as a key contributor to Japan's mother and child healthcare sector.

#### Tokyo Medical and Surgical Clinic

In Japan, the Tokyo Medical and Surgical Clinic plays a pivotal role in advancing the mother and child healthcare market. The clinic provides continuous pediatric care, from newborns to adolescents, encompassing routine examinations, vaccinations, and management of acute illnesses like gastroenteritis and conjunctivitis. With same-day appointment availability for urgent cases and out-of-hours services, it ensures timely intervention and consistent healthcare monitoring. By emphasizing preventive care alongside rapid treatment, the clinic strengthens maternal and child healthcare services, supporting families in maintaining optimal child health across all developmental stages.

Other key players in the market include Kameda Medical Center, Fujita Medical University Hospital, and Japanese Red Cross Medical Center.

#### Japan Mother and Child Healthcare Market Segmentation

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

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## Market Breakup by Services

- Prenatal Services
- Birthing Services
- Postnatal Services
- Fertility Services

## Market Breakup by Maternal Age

- Under 20
- 21 to 30
- 31 to 38
- 39 and above

## Market Breakup by Location

- Hospitals and Clinics
- Nursing Homes
- In-Home Services
- Online Channels

## Key Questions Answered in the Japan Mother and Child Healthcare Market Report

- What was the Japan mother and child healthcare market value in 2024?
- What is the Japan mother and child healthcare market forecast outlook for 2025-2034?
- What are the major factors aiding the Japan mother and child healthcare market demand?
- 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 Japan mother and child healthcare market trends?
- Which services are expected to dominate the market segment?
- Which maternal age is projected to lead the market segment?
- Which location is anticipated to drive the market segment?
- Who are the key players involved in the Japan mother and child healthcare 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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