

# Paediatric Consumer Health in Japan

October 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Mixed performances seen within paediatric consumer health in 2023
- Players explore new opportunities as competition intensifies
- Players focusing on offering products that are suitable for the whole family

PROSPECTS AND OPPORTUNITIES

- Declining birth rate set to remain a significant obstacle to growth
- Economic pressures expected to help sustain demand for paediatric vitamins and dietary supplements
- Players could look to try and help address declining birth rate with new products and marketing

CATEGORY DATA

- Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023
- Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023
- Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023
- Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028
- Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in Japan - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for consumer health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
- Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2018-2023
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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