

Paediatric Consumer Health in Japan

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Abstracts

Overall, sales of paediatric consumer health are in decline in current value terms in Japan in 2023. Nonetheless, the performances vary by product category with some benefiting from a post-pandemic recovery while others are facing headwinds. For instance, paediatric acetaminophen and paediatric cough/cold remedies saw demand increase in 2022 as the ban on the immunisation of children aged 5-11 against COVID-19 was lifted. Consumers turned to paediatric acetaminophen to help their children avoid...

Euromonitor International's Paediatric Consumer Health in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Paediatric Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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