

# **Japan Contraceptives Drugs Market, By Drug Type (Oral Contraceptives, Injectable Contraceptive, Transdermal Patches, Vaginal Rings, Emergency Contraceptives), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Pharmacies, Clinics), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

Japan Contraceptives Drugs Market was valued at USD 721.08 Million in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.25% through 2030. The Japan Contraceptives Drugs Market is a well-established and evolving segment of the pharmaceutical industry, characterized by a diverse product range, dynamic trends, and a distinctive regulatory environment. Technological advancements in drug delivery systems and formulation technologies, including extended-release formulations and digital health integration, are driving innovation within the market.

In November 2023, Japan initiated a pilot program allowing the sale of emergency contraceptive pills, specifically NorLevo and its generic version levonorgestrel, without a doctor's prescription at 145 designated pharmacies nationwide. This move aimed to align Japan with over 90 countries where such medications are available over the counter. The trial was a response to longstanding advocacy for better access to emergency contraception, especially for women facing urgent needs due to contraceptive failure or sexual assault.

The Ministry of Health, Labor and Welfare reported that between November 28, 2023, and January 31, 2024, a total of 2,181 emergency contraceptive pills were sold through the trial, according to a survey project report released by the ministry. The highest number of sales occurred in metropolitan Tokyo with 266 cases, followed by 231 in Kanagawa Prefecture and 169 in Osaka Prefecture. In contrast, five prefectures, including Yamaguchi and Yamagata, recorded fewer than 10 sales each. Surveys conducted among purchasers revealed that over 80% preferred the option to buy these pills directly from pharmacists without needing a doctor's prescription. Additionally, 91.8% of respondents expressed high satisfaction with pharmacist consultations, and 84.8% appreciated the attention to privacy during the purchasing process.

This market is marked by intense competition among key players, both multinational pharmaceutical companies and domestic firms. Competition centers around product innovation, brand reputation, and distribution networks, with companies heavily investing in R&D and marketing strategies to differentiate their offerings and secure market share.

The sector is propelled by factors such as technological innovation, changing demographics, and increased awareness of reproductive health. However, it faces challenges including cultural stigma and regulatory constraints. Despite these challenges, the market offers significant opportunities for growth and expansion. Companies must navigate this complex landscape and leverage emerging trends to address evolving consumer needs and preferences effectively.

## Key Market Drivers

### Rising Awareness and Education

Rising awareness and education are pivotal drivers of growth in the Japan Contraceptives Drugs Market. This trend significantly impacts consumer behavior, market dynamics, and overall demand for contraceptive products. Increased awareness and education about reproductive health enable consumers to make more informed decisions regarding contraceptive options. Comprehensive education programs, both in schools and through public health campaigns, provide individuals with detailed information about various contraceptive methods, their effectiveness, benefits, and potential side effects. This knowledge empowers consumers to select the most suitable contraceptive methods based on their personal needs and preferences, thereby driving demand for a diverse range of products. According to the U.N., only 2.9% of Japanese women aged 15 to 49 use the monthly contraceptive pill, significantly lower than the

17.2% average across high-income countries. Additionally, the usage rate for IUDs in Japan is just 0.2%, compared to 6.5% in other high-income nations.

Education plays a crucial role in addressing and reducing misconceptions and stigma associated with contraception. In Japan, traditional views and cultural sensitivities may contribute to reluctance in discussing and adopting contraceptive methods. In Japan, only 0.9% of women use low-dose oral contraceptives (OC), a significantly lower adoption rate compared to 11.1% in the United States and 43.7% in Canada. Educational initiatives help to dispel myths and normalize conversations about contraception, leading to a more open and accepting attitude towards its use. As social stigma decreases and understanding increases, more individuals are likely to seek and utilize contraceptive products, boosting market growth. As awareness of reproductive health issues grows, there is a corresponding increase in demand for preventive health solutions, including contraceptives. Education on the importance of family planning and the role of contraceptives in managing reproductive health contributes to a proactive approach among individuals. This shift towards preventive care drives higher adoption rates of contraceptives as people seek to manage their reproductive health more effectively and responsibly. Education about the long-term benefits of contraception and effective family planning encourages individuals to view contraceptives as an essential component of their overall health strategy. Understanding how contraceptives can contribute to better health outcomes and more manageable family planning supports their adoption. Educational programs that highlight the role of contraceptives in achieving desired family sizes and spacing births further enhance market growth by emphasizing the benefits of planned and intentional family planning. Japan recorded a historic low of 720,988 births in 2024, marking the ninth consecutive year of decline.

As awareness increases, healthcare providers and institutions are better equipped to educate patients about contraceptive options. Training for healthcare professionals on current contraceptive methods and their applications ensures that they can provide accurate and comprehensive information to their patients. This professional guidance reinforces the importance of contraceptives and encourages their use, leading to higher market demand. Additionally, healthcare institutions often play a key role in disseminating information through community outreach and educational workshops. Government and non-governmental organizations (NGOs) often lead initiatives aimed at improving reproductive health awareness. These organizations run campaigns, provide resources, and support public health programs that educate the population about contraception. Government subsidies and support for educational programs further enhance the reach and impact of these initiatives. As these organizations work to increase awareness, they contribute to a more informed and engaged consumer base,

driving growth in the contraceptives market.

## Key Market Challenges

### Cultural and Social Stigma

Despite advancements in reproductive health, cultural and social stigma around contraception remains a significant barrier in Japan. Traditional views on family planning and gender roles can inhibit open discussions and acceptance of contraceptive use. This stigma can lead to reluctance among individuals to seek or discuss contraceptive options openly, affecting the adoption rates of contraceptive products. Additionally, conservative attitudes may influence healthcare providers' willingness to proactively discuss and recommend contraceptive methods, further impacting market growth.

## Key Market Trends

### Technological Advancements and Innovation

Technological advancements in drug delivery systems and contraceptive formulations are poised to drive substantial growth in the Japanese market. Innovations such as long-acting hormonal implants, novel oral contraceptives with improved safety profiles, and advancements in drug delivery technologies are enhancing the effectiveness and convenience of contraceptives. For instance, the development of non-hormonal contraceptive methods and improved formulations of existing products are attracting attention. Additionally, digital health solutions, including apps that track menstrual cycles and fertility, are becoming integrated with contraceptive management. These technological advancements cater to the growing demand for more effective, convenient, and personalized contraceptive options.

## Key Market Players

Pfizer Inc.

Bayer AG

Merck & Co., Inc.

Teva Pharmaceutical Industries Ltd.

Johnson & Johnson Services, Inc.

Novartis AG

Gedeon Richter Plc

Abbvie Inc.

Lupin Limited

### Report Scope:

In this report, the Japan Contraceptives Drugs Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Japan Contraceptives Drugs Market, By Drug Type:

Oral Contraceptives

Injectable Contraceptive

Transdermal Patches

Vaginal Rings

Emergency Contraceptives

#### Japan Contraceptives Drugs Market, By Distribution Channel:

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

Clinics

## Japan Contraceptives Drugs Market, By Region:

Hokkaido

Tohoku

Kanto

Chubu

Kansai

Chugoku

Shikoku

Kyushu

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Japan Contraceptives Drugs Market.

## Available Customizations:

Japan Contraceptives Drugs market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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