

Wound Care in Japan

October 2023

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Wound Care in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading players offer broad range of products to meet the needs of consumers in Japan Players explore new designs to capture the attention of consumers Limited edition products catch the eye of collectors and fans

PROSPECTS AND OPPORTUNITIES

New product development may be needed to address category maturity Functionality set to remain a key focus of innovation and new product development Education and awareness campaigns could benefit sales of wound care

CATEGORY DATA

Table 1 - Sales of Wound Care by Category: Value 2018-2023
Table 2 - Sales of Wound Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Wound Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Wound Care: % Value 2020-2023
Table 5 - Forecast Sales of Wound Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Wound Care 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 2018-2023Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

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APPENDIX

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

DISCLAIMER

DEFINITIONS

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