

Paediatric Consumer Health in Japan

October 2023

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Paediatric Consumer Health in Japan - Category analysis

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

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