



## Global Market Navigator

© 2025 Mintel Group Limited. All Rights Reserved. Confidential to Mintel.

# OTC Medications - Japan (2023)

OTC Medications - Japan by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2023.

This market covers analgesics, cough/cold/flu, gastro-intestinal, dermatological remedies and vitamins and minerals. It excludes all other OTC products and those which require prescriptions but includes pharmacy approved. Supplements are excluded unless they are combined with vitamins/medicines and these form a main selling point; or marketed solely as remedies for specific ailments alongside others included in a segment, and classified as such by the authorities, they may be included. Market size comprises sales through all retail channels including direct to consumer.

Purchase of this snapshot allows you to quickly compare the data for this market with your other purchased snapshots on our Navigator platform. Mintel Market Sizes allows to you create charts, tables and export the raw data in all standard formats.

## Segmentation of this market

- Analgesics/Antipyretics
- Cough/Colds/Flu
- Dermatological
- Gastrointestinal
- Vitamins & Minerals

## Compound annual growth rates

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

## Socio-economic data

Included with this snapshot is socio-economic data for Japan. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

## Market Size & Forecast

Market size for OTC Medications - Japan is given in JPY with a minimum of five years' historical data. Market Forecast is provided for five years.

To order this report call your local Mintel office:

EMEA: +44 (0) 20 7606 6000

Americas: +1 (312) 932 0400

Asia: +61 (0) 2 8284 8100

Or email [marketsizes@mintel.com](mailto:marketsizes@mintel.com)

This report has been extracted from Mintel Market Sizes, contact us to learn more about our flexible subscription packages.

OTC Medications - Japan (2023) is included in a number of subscription packages.

### Subscription by Region:

- Japan – All Markets
- Asia Pacific – All Markets
- Global – All Markets

### Subscription by Industry:

- Pharmaceuticals – Global
- Pharmaceuticals – Asia Pacific

## Related Reports

OTC Medications - Australia (2021)

OTC Medications - Canada (2018)

OTC Medications - China (2020)

OTC Medications - France (2022)

OTC Medications - India (2021)

OTC Medications - Indonesia (2023)

OTC Medications - Italy (2022)

OTC Medications - Mexico (2023)

OTC Medications - South Korea (2023)

OTC Medications - Spain (2018)  
OTC Medications - Thailand (2018)  
OTC Medications - UK (2022)