

JAPAN'S HEALTHCARE & MEDICAL EQUIPMENT MARKET IN NUMBERS

INSIGHTS FOR EU BUSINESSES

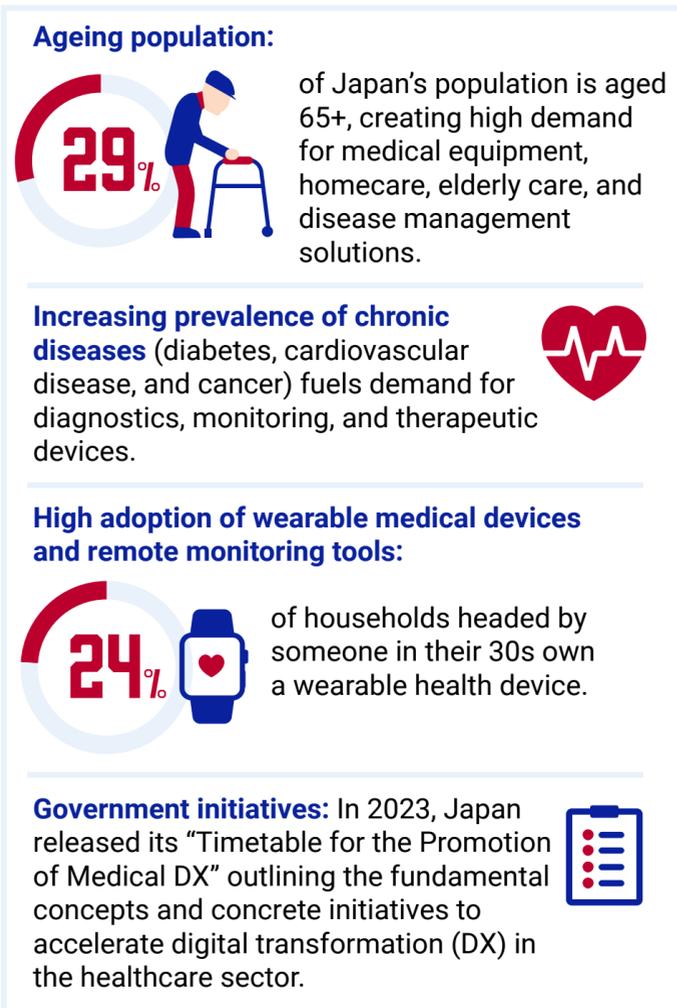
KEY NUMBERS



MARKET SIZE FIGURES



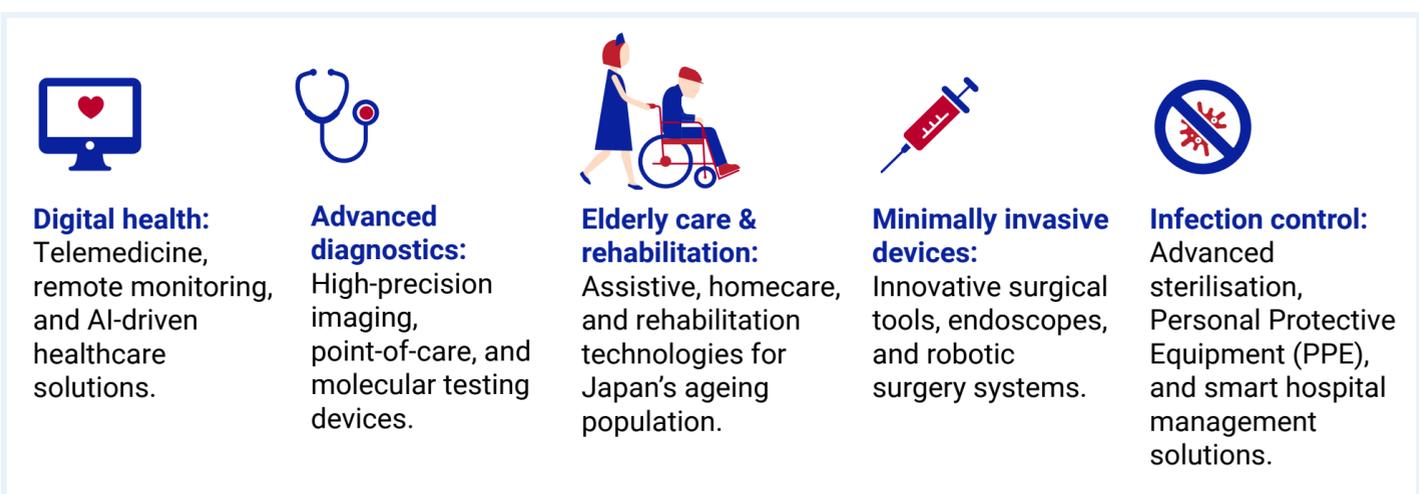
MARKET DRIVERS



MARKET ACCESS STRATEGY

- 1 Focus on high-demand areas** such as elderly care, advanced diagnostics, and digital health, driven by Japan's ageing population and health digitalisation.
- 2 Partner with experienced importers/distributors** who already handle foreign brands to access hospital networks efficiently.
- 3 Prepare for strict Pharmaceuticals and Medical Devices Agency (PMDA) regulatory approval** and consider using a local Designated Marketing Authorisation Holder (DMAH) for product registration and compliance.
- 4 Understand reimbursement and pricing** under Japan's national health insurance and adapt to local procurement practices.

TOP EU ENTRY OPPORTUNITIES



Explore Japan's thriving Healthcare and Medical Equipment market with the EU Business Hub support! Learn more at eubusinesshub.eu and get in touch with the EU Business Hub – Japan.

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