

Home Healthcare and Fitness Equipment Market in Japan: Key Findings 2010

➤ **Research Outline**

Yano Research Institute has conducted a study on home healthcare and fitness equipment market in Japan with following conditions.

1. Research period: November 2009 to February 2010
2. Research targets: Healthcare and fitness equipment companies and related organizations
3. Research methodologies: Face-to-face interviews, telephone interviews, literature research

➤ **Key Findings**

- ◆ **The growth sectors whose market size increased from 2008 to 2009 are Digital Thermometer, Pedometer/Daily Calorie Consumption and Activity Rhythm Measure, Facial Care Equipment, and Digital Blood Pressure Monitor**

In the home healthcare and fitness equipment market four sectors grew from 2008 to 2009. Digital thermometer increased by approximately 60 percent, pedometer/daily calorie consumption and activity rhythm measure approximately 27 percent, facial care equipment approximately 10 percent, and digital blood pressure monitor approximately 7 percent. Digital thermometer, which increased most, rose largely due to the outbreak of new influenza.

- ◆ **Large sectors in 2009 were Massage Chair, Digital Blood Pressure Monitor, Home Fitness Equipment, Facial Care Equipment, and Body Weight and Composition Monitor**

Based on manufacturers shipment value in 2009, the market size of massage chair was 57.5 billion yen, digital blood pressure monitor was 27.8 billion yen, home fitness equipment was 27.3 billion yen, facial care equipment was 24.1 billion yen, and body weight and composition monitor was 23.8 billion yen.

➤ **Report format:**

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