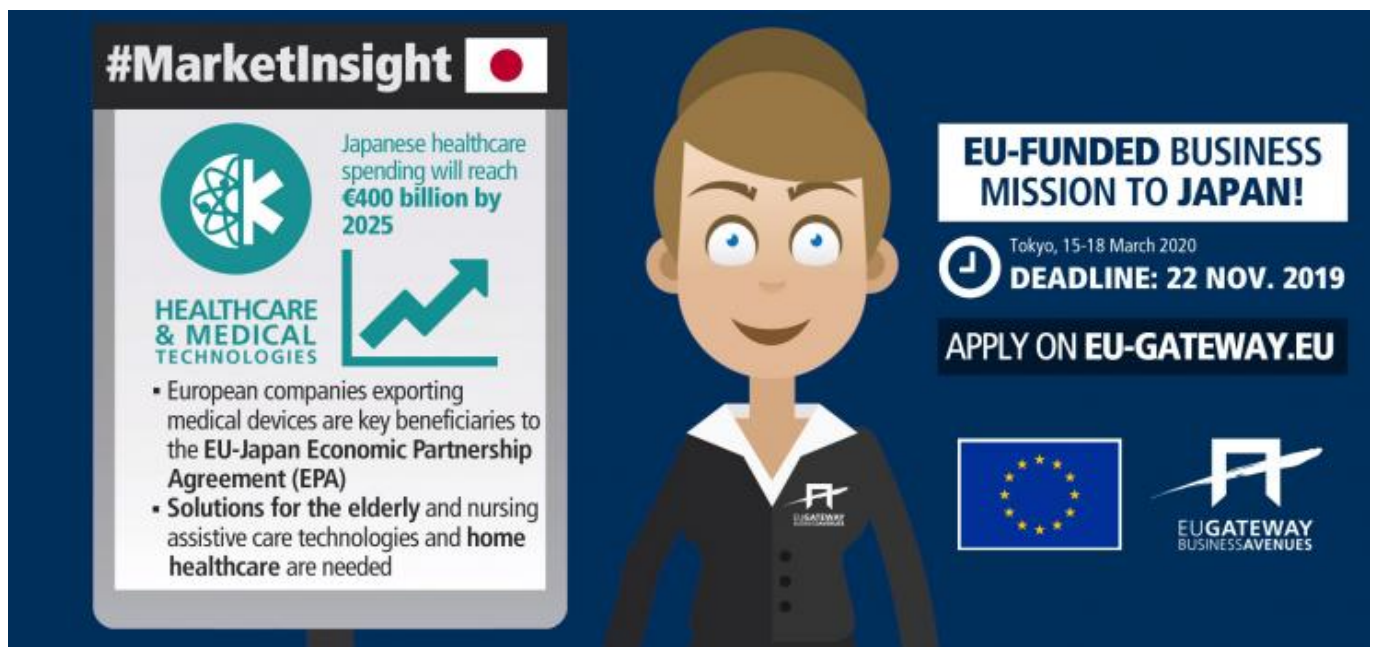




Medical equipment, elderly care and home healthcare demand continues to grow in Japan

27 Aug. 2019



#MarketInsight 

 Japanese healthcare spending will reach **€400 billion by 2025**



HEALTHCARE & MEDICAL TECHNOLOGIES

- European companies exporting medical devices are key beneficiaries to the EU-Japan Economic Partnership Agreement (EPA)
- **Solutions for the elderly** and nursing assistive care technologies and **home healthcare** are needed

EU-FUNDED BUSINESS MISSION TO JAPAN!

Tokyo, 15-18 March 2020
DEADLINE: 22 NOV. 2019

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Japan is the world's **second largest market for Healthcare and Medical Technologies [1]**: the country has the world's biggest **ageing population** and the second highest longevity rate among OECD countries.

Healthcare spending will reach **€400 billion by 2025**, with 50% of medical care expenditure dedicated to the 65 and above age group. Products and technologies related to **elderly, nursing assistive care and home care** will inevitably be in demand to keep up the pace.

Medical equipment accounts for 75% of the market. Japan imports 40% of medical devices with 20% coming from Europe. The demand for medical equipment such as **imaging diagnosis and minimally invasive treatments, eye care devices, healthcare IT and smart wearables** will increase.

EU Gateway | Business Avenues will take up to 40 European companies in the healthcare & medical

technologies sector to Tokyo for an [EU-funded mission from 15-18 March 2020](#) [2]. Online applications are open until **22 November 2019**.



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More info on eu-gateway.eu

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[1] <http://eu-gateway.eu/node/25>

[2]
<https://www.eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-japan-1>