

Summary

■ Market Conditions

- **The global market for nursing care is expected to increase** with the increase in the rate of elderly population and dementia, but the **shortage of nurses will cause a rapid increase in the number of dementia patients, creating significant challenges for the nursing market worldwide.**
- In Japan, the amount of expenditure on social security related to nursing care measures, as well as the capacity of nursing facilities has both been on an increasing trend from 2018 to 2022. In addition, the number of people receiving nursing care has also been increasing in the same period, indicating that **demand for nursing care services is likely to continue growing in the future.**

■ Government initiatives

- The Ministry of Health, Labor and Welfare (MHLW) has established the **Comprehensive Fund for Securing Medical and Long-Term Community Care** established to provide funding for several projects which **strengthen the nursing sector**, such as supporting measure to train nurses, providing community-based services and improving the work environment for nurses.

■ Top players

- Top players in the nursing care industry are based in America and Canada, and they tend to **provide additional service such as physiotherapy and rehabilitation services.**
- Top nursing care providers in Japan tend to provide nursing services as a core while also **branching out into sectors such as meal delivery, education and IT support for elderly care facilities.**

■ Regulations

- The government is proactively enforcing **policies to encourage the digitalization of the nursing sector**, as well as actively implementing **initiatives to improve the working conditions of nurses and provide more community-based services and preventive care activities for elderly people.**

■ Incentives

- The MHLW has established the **Comprehensive Fund for Ensuring Community Health and Nursing Care** to subsidize companies which introduce nursing robots and other nursing-related technologies into their facilities. Additionally, the government also provides subsidies for companies providing assisted-living services, as well as **cross-industry subsidies** which are usable by nursing companies.

■ Overseas product introduction and challenges

- Overseas nursing companies have expanded into the Japanese market, primarily by forming sales and marketing alliances with Japanese companies, but **the lack of programs to recruit overseas nurses and the high cost of introducing nursing technology** are some of the challenges that are hindering their progress.