

# Salonpas® Named the World's No. 1 OTC Topical Analgesic Patch Brand\*<sup>1</sup> for the Eighth Consecutive Year

Based on research by Euromonitor International (UK)\*<sup>2</sup> a leading global market research company

Hisamitsu Pharmaceutical Co., Inc. (Head Office: Tosu, Saga; President: NAKATOMI Kazuhide; hereinafter “Hisamitsu Pharmaceutical”) announced that Euromonitor International Ltd. (hereinafter “Euromonitor International”), a leading international market research company, recognized “Salonpas®” as the world’s No. 1 OTC topical analgesic patch brand for the eighth consecutive year since 2016. Euromonitor International presented Hisamitsu Pharmaceutical with two official certificates, one recognizing Salonpas®’s achievement and one naming Hisamitsu Pharmaceutical as the holder of the world’s largest share in the corresponding market category for seven years running.



L: The certificate recognizing Salonpas® as the world’s No. 1 OTC topical analgesic patch brand

R: The certificate naming Hisamitsu Pharmaceutical as the global leader in the OTC topical analgesic patch market

\* Please contact Hisamitsu Pharmaceutical (contact information below) if you would like to obtain the data for the images above.

It has been 90 years since Salonpas® was first launched in Japan and 88 years since it was first exported to overseas. This recognition of being the world’s No.1 Brand for eighth consecutive years would not have been possible without the valuable, ongoing support of the company’s many customers and stakeholders. Through continuous effort to provide the best product, we aim to be certified as the world’s No. 1 OTC topical analgesic patch brand for tenth consecutive years and more.

Since its 1847 founding in Tashiro (then Hizen-Tashiro) area of Tosu, Saga, Hisamitsu Pharmaceutical has been continuing to deliver high-quality pharmaceutical products including Salonpas® through subsidiaries, sales offices, and production sites located in Japan and other countries under the spirit of "The Customer-first Principle", and we will strive to deliver a better QOL to the world.



#### Certificate presentation

Date: May 17, 2024

Location: Hisamitsu Pharmaceutical Tokyo Head Office  
(The ceremony was held online.)

L: NAKATOMI Kazuhide, President, Hisamitsu Pharmaceutical

R: Mr. Sean Kreidler, Head of Research, Euromonitor International

May 18 has been registered with the Japan Anniversary Association as “Salonpas® Day,” whose date has linguistic ties to the Japanese phrase “*Kori o iyasu*” (“relieving stiffness”): “*Ko*” corresponds to the number 5 (“*go*”); “*i*” represents 1; and “*ya*” stands for 8.

Hisamitsu Pharmaceutical will continue to expand its business operations worldwide, centering its activities on the basic principle of “Delivering a Better QOL to the World.”

#### \*1: Research Method

To determine the world’s No. 1 OTC topical analgesic patch brand, Euromonitor International conducts a global market research from December to February. In the thirteen countries and region collectively representing more than 70% of the global topical patch product retail market in 2023(China, Japan, the United States, Germany, India, Italy, Thailand, Brazil, Indonesia, Vietnam, Philippines, Malaysia and Taiwan), Euromonitor International conducted trade interviews of manufacturers and wholesalers, visited retail outlets for store checks, and compiled the sales figures of patch products by country and brand to calculate the corresponding sales shares.

#### \*2: Euromonitor International

Euromonitor International, a British company headquartered in London, is a leader in international market research with exclusive researchers in over 100 countries.