



**Euromonitor
International**

Sports Nutrition in Japan

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports protein market soars as RTD benefits from raised standards and habit formation, while powder sees polarisation due to premium offerings and expanding private labels

Beauty-enhancing ingredients and gluten-free proteins, alongside nutritional proteins for juniors, gain traction in the market

Sports non-protein market expands steadily with renewed focus on amino acids and BCAAs, as increased demand is driven by the recognised benefits of combined protein for performance and recovery

PROSPECTS AND OPPORTUNITIES

Sports nutrition expands with health trends and habit formation

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