



Euromonitor
International

Health and Wellness in Japan

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Health and Wellness in Japan

EXECUTIVE SUMMARY

Japanese have strong interest in health and wellness claims

INDUSTRY PERFORMANCE

Nutritional support and weight management shapes demand patterns
Natural claims are important to Japanese consumers

WHAT'S NEXT

Strong outlook for health and wellness

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HW Hot Drinks in Japan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Organic and no caffeine claims gain traction in hot drinks

INDUSTRY PERFORMANCE

Fortified/functional hot drinks emerge in Japan
Organic hot drinks is one of the largest health claims in Japan's hot drinks
Caffeine management drives demand for no caffeine hot drinks

WHAT'S NEXT

Japan's older population to support development of fortified/functional hot drinks
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HW Soft Drinks in Japan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks with functional benefits are gaining traction

INDUSTRY PERFORMANCE

RTD tea with fibre brings functional choices to Japanese consumers
No sugar soft drinks is the largest category
Players tap into local demand for warm bottled water

WHAT'S NEXT

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Products combining functional claims with no sugar expected to emerge
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[HW Snacks in Japan](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modern lifestyles drive demand for snacks fortified with vitamins and minerals

INDUSTRY PERFORMANCE

Snack players embrace the fortified/functional trend
Good source of minerals is the biggest claim in Japan
On-the-go lifestyles fuel demand for snacks offering good source of vitamins

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Japan](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness claims are pivotal in dairy products and alternatives

INDUSTRY PERFORMANCE

High protein yoghurt enjoys strong popularity in Japan
Probiotic claims stand out in dairy products and alternatives
Low fat claims align with weight management goals

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Probiotic claims will remain key in Japan
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[HW Cooking Ingredients and Meals in Japan](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower salt and clean-labels are prominent claims

INDUSTRY PERFORMANCE

Health and wellness innovations gain traction, notably in frozen ready meals and meal kits
Low salt is one of the largest claims in Japan
Natural is also among the largest claims led by 'mutenka' (clean-label) products

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HW Staple Foods in Japan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Japanese consumers have strong preference for natural claims

INDUSTRY PERFORMANCE

High protein low carb dietary requirements are now mainstream

Natural is the largest claim health and wellness staple foods

Low sugar claims reflect importance of low carb trend

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