



**Euromonitor
International**

Dietary Supplements in Japan

September 2025

Table of Contents

Dietary Supplements in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Recovery in dietary supplements: consumption of traditional ingredients declines amongst seniors, while proteins and probiotics drive growth

Dietary supplements expands beyond tablets to broaden user base

Preventive healthcare trends align with corporate strategies to expand private labels, enhancing credibility and profitability through expert supervision and data integration

PROSPECTS AND OPPORTUNITIES

Anti-ageing focus and dietary guidelines revision propel growth in dietary supplements, expanding demand for minerals and new needs in bone, vascular, and brain health

Stricter ingredient review and mandatory GMP in response to the red yeast rice issue slow supplement development but offer an opportunity to enhance industry credibility

Integrated beauty solutions combine inner and outer care, companies strengthen dual approach products

CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 3 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 4 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Consumer Health in Japan - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025

Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-japan/report.