



**Euromonitor
International**

HW Staple Foods in Japan

December 2025

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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

WHAT'S NEXT

- Focus on health and weight management drives demand for high protein and other functional claims
- Free from additives claim to lose traction
- Popularity of low carb staple foods will bring more low sugar to the fore

CATEGORY DATA

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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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