

# Herbal/Traditional Products in Japan

October 2023

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## Herbal/Traditional Products in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Improved outlook for herbal/traditional products in Japan, as players target a younger audience

Increase in inbound arrivals from Asia benefiting sales of herbal/traditional products in 2023

Negative publicity threatens sales of herbal/traditional products

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products expected to see more variety as players look to tap into evolving consumer demands

Players will need to target new audiences to overcome the impact of Japan's shrinking population

Building consumer trust is key to the expansion of the category

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