



# Sports Nutrition in Japan

October 2023

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## Sports Nutrition in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sports nutrition continues to see dynamic growth as the consumer base continues to grow and expand

Competition intensifies as players look to capitalise on the growing demand

Product variety helping to fuel interest in sports protein

#### PROSPECTS AND OPPORTUNITIES

Sports nutrition still has room to grow but new strategies may be required to offset the impact of Japan's shrinking population

Players likely to invest in new product development to differentiate themselves from the competition

Sports nutrition set to face growing competition from products that fall outside the category

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