



Health and Wellness in Japan

November 2023

Table of Contents

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fortification and functionality remain key areas of interest for health-conscious consumers

Organic accounts for the highest sales within health and wellness hot drinks, as consumers consider these less harmful than standard products

No allergens boosted by consumers being more careful with their diet

PROSPECTS AND OPPORTUNITIES

More products are expected to offer mental health benefits

Good source of vitamins shows promise within health and wellness hot drinks to 2027, as consumers look to boost their metabolism

Cardiovascular health expected to rise, with older consumers especially keen to maintain heart health

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Soft Drinks in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

More players offer products with multiple health claims, which gain popularity due to offering value for money and convenience

No sugar leads sales within health and wellness soft drinks in 2022, as the dangers of overconsumption of sugar are well-known

Immune support is a growing claim in health and wellness soft drinks due to consumers' health awareness and new launches

PROSPECTS AND OPPORTUNITIES

FFC focusing on mental health and healthy ageing are expected to continue to grow

No sugar set to see strong absolute growth in health and wellness soft drinks, for health and weight management purposes

As consumers look to avoid health issues, no added sugar expected to benefit

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness products seen as a way to add value, and players encourage regular consumption
Concerns about health implications of high sugar consumption mean no sugar accounts for the highest sales
Specific health concerns lead plant-based to see growth from a low base

PROSPECTS AND OPPORTUNITIES

Launching health and wellness products under existing snacks brands to encourage trials
Vegan set to see a strong performance due to concerns about diet, the environment, and animal welfare
Consumer concern about diseases of the circulatory system will boost cardiovascular health claims

CATEGORY DATA

Table 18 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 19 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 20 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 21 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 24 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 25 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing consumer awareness of plant-based milks other than soy
Low fat leads health and wellness dairy products and alternatives due to health concerns, but sales fall as taste is paramount
Dairy free claim rises within health and wellness dairy products and alternatives, due to intolerances and vegan diet

PROSPECTS AND OPPORTUNITIES

Added benefits will be necessary to compete with other healthy foods and drinks
As consumers look to boost their metabolism, good source of minerals set to strong growth to 2027
Gluten free is one to watch

CATEGORY DATA

Table 26 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 27 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 28 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 29 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 30 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 31 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 32 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 33 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 34 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Launch of Foods with Function Claims continues

Consumers' desire to prevent health issues means low salt leads health and wellness cooking ingredients and meals in 2022

Consumers' desire for a strong metabolism drives up high protein sales within health and wellness cooking ingredients and meals in 2022

PROSPECTS AND OPPORTUNITIES

Increasing production costs and declining population to accelerate entry of players in health and wellness cooking ingredients and meals

High fibre likely to show promise in health and wellness cooking ingredients and meals during the forecast period

CATEGORY DATA

Table 35 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 36 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 37 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 41 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Japan

KEY DATA FINDINGS

2022 DEVELOPMENTS

With the desire for better health, and busier lives, a balance between health and convenience is needed

Despite seeing falling sales as consumers seek a better taste, natural holds first place within health and wellness staple foods in 2022

Good source of omega 3s benefits from consumer desire to look after their metabolism in 2022

PROSPECTS AND OPPORTUNITIES

Potential for health-orientated development likely to be constrained by price sensitivity

Revised government target for salt intake set to drive no salt to see the strongest absolute growth in health and wellness staple foods

Link between a poor diet and specific medical issues set to lead bone and joint health to record sales increase

CATEGORY DATA

Table 42 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 43 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 44 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 45 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 46 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 50 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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