

# Dietary Supplements in Japan

October 2023

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## Dietary Supplements in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dietary supplements continues to grow backed by new innovations and increasing product awareness

Aojiru producers looking to reach a younger audience

Suntory Wellness retains the lead thanks to trusted image and strong investment in marketing and advertising

#### PROSPECTS AND OPPORTUNITIES

Dietary supplements expected to benefit from investment in new product development and innovation

Overseas markets could open up new opportunities for local brands of dietary supplements both at home and abroad

Adopting an omnichannel approach to retailing could play a key role in driving demand

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