

# Vitamins in Japan

October 2023

Table of Contents

## Vitamins in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vitamins continues to see healthy demand as consumers remain focused on health and wellbeing  
Producers of tonics branch out into products targeting relaxation  
Vitamin D receiving more attention as awareness of its benefits grows

#### PROSPECTS AND OPPORTUNITIES

Growing interest in and awareness of the benefits of vitamins set to boost demand  
Competition expected to intensify as targeted solutions find growing appeal across vitamins and dietary supplements  
DHC continuing on low-price strategy despite acquisition by Orix

#### CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2018-2023  
Table 2 - Sales of Vitamins by Category: % Value Growth 2018-2023  
Table 3 - Sales of Multivitamins by Positioning: % Value 2018-2023  
Table 4 - NBO Company Shares of Vitamins: % Value 2019-2023  
Table 5 - LBN Brand Shares of Vitamins: % Value 2020-2023  
Table 6 - Forecast Sales of Vitamins by Category: Value 2023-2028  
Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

## Consumer Health in Japan - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 9 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vitamins-in-japan/report](http://www.euromonitor.com/vitamins-in-japan/report).