

Health and Wellness in Japan

November 2023

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DISCLAIMER

HW Hot Drinks in Japan

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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

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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

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PROSPECTS AND OPPORTUNITIES

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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

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