

# HW Cooking Ingredients and Meals in Japan

November 2023

Table of Contents

### 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 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

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

Table 6 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 7 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

### Health and Wellness in Japan - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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