

# Health and Wellness in Japan

November 2023

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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

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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

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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  
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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

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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

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