

# HW Dairy Products and Alternatives in Japan

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increasing consumer awareness of plant-based milks other than soy

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

Added benefits will be necessary to compete with other healthy foods and drinks

As consumers look to boost their metabolism, good source of minerals set to strong growth to 2027

Gluten free is one to watch

#### CATEGORY DATA

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## Health and Wellness in Japan - Industry Overview

### EXECUTIVE SUMMARY

Overview

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