Euromonitor International

HW Cooking Ingredients and Meals in Japan

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HW Cooking Ingredients and Meals in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower salt and clean-labels are prominent claims

INDUSTRY PERFORMANCE

Health and wellness innovations gain traction, notably in frozen ready meals and meal kits
Low salt is one of the largest claims in Japan
Natural is also among the largest claims led by ‘mutenka’ (clean-label) products

WHAT’S NEXT

Ageing population will be a key focus of innovations
Low salt claims will continue to emerge to address health and beauty concerns
Natural trend is ripe for further development

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
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Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Japanese have strong interest in health and wellness claims

INDUSTRY PERFORMANCE

Nutritional support and weight management shapes demand patterns
Natural claims are important to Japanese consumers

WHAT’S NEXT

Strong outlook for health and wellness

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