



HW Staple Foods in Japan

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite seeing falling sales as consumers seek a better taste, natural maintains the highest sales within health and wellness staple foods in 2023

Growth in high fibre staple foods is driven by a raft of new product launches

Probiotic benefits from consumers' desire to look after their metabolism in 2023

PROSPECTS AND OPPORTUNITIES

Potential for health-orientated developments likely to be constrained by consumers' price sensitivity

Higher than WHO recommended salt intake set to drive no salt to see strong growth in health and wellness staple foods

Vegan and vegetarian staple foods set to see dynamic growth, while plant-based staple foods will emerge

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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