



Euromonitor
International

Health and Wellness in Japan

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Health and Wellness in Japan

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DISCLAIMER

HW Hot Drinks in Japan

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Consumers' needs are becoming more diverse, which is reflected in health and wellness hot drinks

Organic accounts for the highest sales within health and wellness hot drinks, as consumers consider these less harmful than standard products

No allergens hot drinks boosted by consumers being more careful with their diet

PROSPECTS AND OPPORTUNITIES

No sugar hot drinks set to see growth as health concerns rise amongst consumers

No caffeine set to grow as more consumers look to improve their sleep quality

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An increasing number of players offer products with more than one health claim, offering value for money and convenience

No sugar leads sales within health and wellness soft drinks in 2023, as the dangers of overconsumption of sugar are well-known

Natural 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, healthy ageing, and more niche health claims are expected to continue to grow

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Concerns about health implications of high sugar consumption drive high growth for the no sugar claim

PROSPECTS AND OPPORTUNITIES

Consumers' desire for a strong metabolism will drive high protein to be a dynamic claim in health and wellness snacks

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Added benefits necessary to compete with other healthy foods and drinks

PROSPECTS AND OPPORTUNITIES

Increasing consumer awareness of plant-based milks other than soy, especially those with secondary claims

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PROSPECTS AND OPPORTUNITIES

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