

Vitamins in Japan

September 2024

Table of Contents

Vitamins in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Liposomal vitamin C gains popularity Tonics recovers, but struggles to compete with energy drinks Seasonality of vitamin C, which is more popular in the summer

PROSPECTS AND OPPORTUNITIES

Vitamins expected to maintain a strong performance How changes in vitamin standards and research findings could affect future demand Competition with other categories

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2019-2024Table 2 - Sales of Vitamins by Category: % Value Growth 2019-2024Table 3 - Sales of Multivitamins by Positioning: % Value 2019-2024Table 4 - NBO Company Shares of Vitamins: % Value 2020-2024Table 5 - LBN Brand Shares of Vitamins: % Value 2021-2024Table 6 - Forecast Sales of Vitamins by Category: Value 2024-2029Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Consumer Health in Japan - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2019-2024
- Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vitamins-in-japan/report.