



Euromonitor  
International

# HW Snacks in Japan

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and wellness products seen by players as a way to add value

With demand for fortified products, good source of minerals sees high sales in 2023

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

Vegan set to see a strong performance due to concerns about diet, the environment, and animal welfare

Dietary changes and intolerances will boost sales of dairy free snacks, especially ice cream

#### CATEGORY DATA

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

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

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

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## 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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