



Euromonitor
International

HW Dairy Products and Alternatives in Japan

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Probiotic dairy products and alternatives remain popular thanks to probiotic yoghurt

Low fat is significant within dairy products and alternatives due to health concerns, although taste also remains important

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

As consumers look to boost their metabolism, good source of minerals is set to see strong growth to 2028

Dairy free and lactose free claims set to rise within health and wellness dairy products and alternatives, due to intolerances and vegan diet

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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