



# HW Cooking Ingredients and Meals in Japan

August 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers' desire to prevent health issues means low salt leads health and wellness cooking ingredients and meals in 2023

Japanese consumers value MCT oil for its Foods with Function Claims

The desire for a strong metabolism drives up sales of high protein products within health and wellness cooking ingredients and meals in 2023

#### PROSPECTS AND OPPORTUNITIES

Increasing production costs and declining population to accelerate entry of players in health and wellness cooking ingredients and meals, including plant-based

Consumers increasingly value organic products, but lack of organic certified farmers will prevent stronger growth

High fibre likely to show promise in health and wellness cooking ingredients and meals during the forecast period

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals 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

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