

Dietary Supplements in Japan

Market Direction | 2022-10-13 | 27 pages | Euromonitor

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Report description:

As seen in recent years, lactobacilli have continued to see high demand in 2022, and are increasingly known for their diverse health benefits. Since the spread of COVID-19, the most appealing benefit to consumers has been for improving immunity, as people have been increasingly conscious of their own health. In addition to this and the other well-known benefit of improving the intestinal environment, there are several other lesser-known benefits, such as improving mental health through better-qu...

Euromonitor International's Dietary Supplements in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dietary Supplements market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
October 2022

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DIETARY SUPPLEMENTS IN JAPAN

KEY DATA FINDINGS

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Diverse health benefits of lactobacilli attract consumers with a wide range of needs, especially immunity improvement, driving growth in probiotic supplements

Brain health is a hot topic in Japan, which is an ageing society

Continuous demand for supplements for mental health

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NMN (Nicotinamide Mononucleotide) is an ingredient increasingly used for anti-ageing

Femcare is attracting attention

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Vitamins and dietary supplements registration and classification

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