

## **Japan Probiotics Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 85 pages | Mordor Intelligence

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### **Report description:**

The Japanese probiotics market is forecasted to grow at a CAGR of 8.6% during the forecast period (2023 - 2028).

The probiotics market is experiencing a positive impact mainly due to the key role of probiotics in the immune health system. Probiotic products have been selling well in Japan under the COVID-19 outbreak. According to Yakult Honsha, year-on-year sales of Yakult branded probiotic products increased by 11.5% in March and 10.3% in April 2020. Also, Probi and Danone SA shoot for growth in probiotic markets amid COVID-19 disruptions.

Japanese Consumers are strongly driving the sales of probiotics in the country and thus holding a major market share in the Asia Pacific Region, benefitted by a relatively high density of long-time consumers of probiotic products. As per Japanese regulations, these probiotic products are in a distinct category, Foods for Specific Health Uses (FOSHU).

The enhanced regulatory claims for labeling in Japan are streamlining the market growth. For Instance, efficacy claims of probiotic products are prohibited on the labeling, and if to make claims about efficacy, one must obtain special permission from the Ministry of Health and Welfare (MHLW) for the product to be considered FOSHU, for which substantiation of efficacy and safety is a mandatory requirement.

### **Japan Probiotics Market Trends**

#### **High Consumption Rate of Probiotics in the Country**

According to the Japanese tradition, the development of probiotic ingredients and finished products is based on scientific proof

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and supported by demonstrated Japanese health requirements. Japanese consumers have been very conscious of replenishing the bacterial flora in their gut regularly and perceive probiotic bacteria as the best solution, further driving the probiotics market in the country. Probiotic yogurts and beverages are widely available and are ideal healthy snacks for busy Japanese workers. Japan is one of the leaders in the probiotics market in terms of revenue across the globe, especially in the Asia Pacific region.

#### Dietary Supplements driving the market

The market has witnessed significant growth, owing to the rise in the prevalence of the geriatric population, driving the sales of dietary supplements, followed by functional foods and beverages in the country. Furthermore, prevention and cure of lactose intolerance and inflammatory bowel disease are some of the benefits offered by probiotics, with rising health-consciousness levels and wider access to probiotic dietary supplements expected to further drive the market growth in the future. Due to the growing demand, manufacturers focus on developing products to capture the demand and achieve a competitive advantage in the market. For instance, In 2019, Kirin Beverage Co. launched iMUSE Water (Mizu), containing its proprietary probiotic *Lactococcus lactis* strain Plasma. The Plasma *Lactobacillus* was found to play a role in immunity and has a huge opportunity for its potential use in fighting dengue virus infection and its anti-aging effects.

#### Japan Probiotics Market Competitor Analysis

The probiotic industry in Japan is competitive due to the presence of both local and major players such as Yakult Honsha, Meiji, and Morinaga, which have been continuously seeking to expand their presence. Danone holds a 20% interest in Yakult's equity, one of the leading brands for probiotics in Japan and Asia. This partnership has increased both companies' market share.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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