

Dietary Supplements in Japan

Market Direction | 2023-10-20 | 29 pages | Euromonitor

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Report description:

Similar to the pattern seen in vitamins, sales of dietary supplements continue to see steady growth in current value terms in 2023 due to increasing health consciousness. The market has been hit by the rising cost of raw materials and production which has forced players to raise their prices, but most consumers have accepted this as an inevitable consequence of inflation which has also pushed up the price of daily necessities and foodstuffs. Despite the increase in the cost of the living these p...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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DIETARY SUPPLEMENTS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dietary supplements continues to grow backed by new innovations and increasing product awareness

Aojiru producers looking to reach a younger audience

Suntory Wellness retains the lead thanks to trusted image and strong investment in marketing and advertising

PROSPECTS AND OPPORTUNITIES

Dietary supplements expected to benefit from investment in new product development and innovation

Overseas markets could open up new opportunities for local brands of dietary supplements both at home and abroad

Adopting an omnichannel approach to retailing could play a key role in driving demand

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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