

Sports Nutrition in Japan

Market Direction | 2023-10-20 | 26 pages | Euromonitor

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Report description:

Sports nutrition was one of the most dynamic areas of consumer health in Japan over the review period, including during and after the pandemic. The category has been rapidly expanding thanks to an increasingly health conscious population, but also due to a growing desire for a well-toned and attractive physique. Due to the rising cost of raw materials players within sports nutrition have been either raising their prices or keeping their prices unchanged but reducing their pack sizes, with this t...

Euromonitor International's Sports Nutrition 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: Sports Non-Protein Products, Sports Protein Products.

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

Why buy this report?

- * Get a detailed picture of the Sports Nutrition 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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SPORTS NUTRITION IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports nutrition continues to see dynamic growth as the consumer base continues to grow and expand

Competition intensifies as players look to capitalise on the growing demand

Product variety helping to fuel interest in sports protein

PROSPECTS AND OPPORTUNITIES

Sports nutrition still has room to grow but new strategies may be required to offset the impact of Japan's shrinking population

Players likely to invest in new product development to differentiate themselves from the competition

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