

HW Dairy Products and Alternatives in Japan

Market Direction | 2023-11-03 | 13 pages | Euromonitor

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Report description:

Facing a continuous decline in the birth rate, and consequently the population, growth in health and wellness dairy products and alternatives has been hampered. However, as consumers' health consciousness and interest in nutrition was growing even before the pandemic, and was then accelerated by it, plant-based dairy products and alternatives experienced strong growth from a low base over the review period, and is expected to continue to see dynamic growth in the forecast period.

Euromonitor International's HW Dairy Products and Alternatives in Japan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Dairy Products and Alternatives in Japan

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List Of Contents And Tables

HW DAIRY PRODUCTS AND ALTERNATIVES IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing consumer awareness of plant-based milks other than soy

Low fat leads health and wellness dairy products and alternatives due to health concerns, but sales fall as taste is paramount

Dairy free claim rises within health and wellness dairy products and alternatives, due to intolerances and vegan diet

PROSPECTS AND OPPORTUNITIES

Added benefits will be necessary to compete with other healthy foods and drinks

As consumers look to boost their metabolism, good source of minerals set to strong growth to 2027

Gluten free is one to watch

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN JAPAN

EXECUTIVE SUMMARY

Overview

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