

## **HW Dairy Products and Alternatives in Japan**

Market Direction | 2024-08-09 | 17 pages | Euromonitor

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### **Report description:**

Health and wellness is a growing trend within dairy products and alternatives, due to consumers' concern about their health, and their desire to eat healthier foods in order to prevent medical problems. This trend was bolstered by the COVID-19 pandemic. As a direct result of the pandemic, consumers' desire to better look after their metabolism boosted sales of products offering high protein, fibre, omega 3s, or other relevant nutrients. This has often become part of their healthier weekly routine...

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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW 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.

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#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Probiotic dairy products and alternatives remain popular thanks to probiotic yoghurt

Low fat is significant within dairy products and alternatives due to health concerns, although taste also remains important

Added benefits necessary to compete with other healthy foods and drinks

#### **PROSPECTS AND OPPORTUNITIES**

Increasing consumer awareness of plant-based milks other than soy, especially those with secondary claims

As consumers look to boost their metabolism, good source of minerals is set to see strong growth to 2028

Dairy free and lactose free claims set to rise within health and wellness dairy products and alternatives, due to intolerances and vegan diet

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#### **EXECUTIVE SUMMARY**

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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