

Dietary Supplements in Japan

Market Direction | 2024-09-18 | 29 pages | Euromonitor

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Report description:

Dietary supplements saw sales expansion in recent years due to growing health consciousness. However, stricter regulations on the advertising of dietary supplements and intense competition are expected to lead to a retail current value decline in Japan in 2024. Nevertheless, a split in fortunes is anticipated across different categories. Probiotic supplements, ginseng, and garlic, which saw increased demand during the pandemic, are set to experience declines in 2024 due to a backlash. This was b...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Euromonitor International
September 2024

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