

## **Japan Food Flavor And Enhancer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 80 pages | Mordor Intelligence

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### **Report description:**

The Japan Food Flavor And Enhancer Market size is estimated at USD 1.64 billion in 2025, and is expected to reach USD 1.98 billion by 2030, at a CAGR of 3.84% during the forecast period (2025-2030).

Japan has a rich food culture known for its intricate designs, quality ingredients, and diverse flavors in food products. Various factors, including cultural preferences, culinary traditions, health considerations, and consumers' shifting food preferences, influence the demand for flavor ingredients in Japan. Furthermore, the demand for processed food products with exotic and ethnic flavors drives the demand for variant flavor blends. Flavors and flavor enhancers are indispensable ingredients for food and beverages. With the growing health consciousness among consumers, there is a rise in the demand for natural, healthy, and free from artificial additives. Ingredients like natural fruit extracts, herbal flavors, and plant-based ingredients are being introduced to meet consumer preferences. The unusual flavor hybrids and stronger taste experiences are emerging as the dominant flavor profiles, with sour flavors gaining popularity. The market is further driven by the rising preference for premium products, including premium lines of seasonings and sauces. The factors expected to support the demand for food flavors during the study period are the continued expansion in the major sectors, like beverages and frozen food, and solid gains in domestic expenditures on consumer products.

Japan Food Flavor and Enhancer Market Trends

Demand For Ready To Drink Products

Due to hectic and fast-paced lifestyles, consumers gravitate toward convenience food products, including ready-to-drink beverages, as they can be consumed readily and offer easy handling. With consumers increasingly becoming aware of the

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ingredients used in beverages, they prefer healthier variants with reduced sugar and natural ingredients over standard drinks. Manufacturers are thereby launching products that suit the tastes of Japanese consumers by incorporating local flavors and enhancers. For instance, in 2024, Starbucks Coffee Japan Ltd celebrated the onset of the Sakura season in Japan by launching new beverages like Hanami Dango Frappuccino and returning customer favorites such as Sakura AR. The company claimed that the product is a blend of Hanami, a sauce with white Anko flavor, Sakura, strawberry sauce, and soy milk to create a gentle Sakura flavor with a Japanese taste.

### Non-Alcoholic Beverages Are Widely Consumed In Japan

Flavors are widely used beverages, including alcoholic drinks, carbonated drinks, coffee, tea, energy drinks, flavored water, juice-based drinks, and sports drinks. Soft drinks are deeply ingrained in Japanese culture and are often consumed on various occasions, including meals, social gatherings, and celebrations. Therefore, beverage manufacturers offer different flavors to cater to diverse consumer tastes, from traditional options like cola and lemon-lime to unique flavors such as green tea, peach, grape, and lychee. Moreover, Japan is one of the most affluent and sophisticated consumer markets in Asia, where there is a demand for healthy products with descriptive labeling that can provide a better understanding of the ingredients used in the product formulation. Therefore, the demand for natural flavors in beverages is rising due to the growing interest of consumers in clean-label goods, which are drinks made from ingredients of natural origin and are slightly processed.

### Japan Food Flavor and Enhancer Industry Overview

The Japanese food flavor and enhancer market is competitive and comprises local and international competitors. The players in the market compete using various strategies ranging from product innovation and expanding their production facilities to maintaining food safety guidelines and other related strategies. Some leading players in the market are Ajinomoto Inc., Symrise AG, International Flavors and Fragrances Inc., Takasago International Corporation, and Givaudan SA.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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