

Japan Body Composition Meters Market Assessment, By Product [Bio-impedance Analyzer, Skinfold Calipers, Hydrostatic Weighing Equipment/Normal Weighing Equipment, Air Displacement Plethysmography, DEXA, Others], By Modality [Portable, Stationary], By End-user [Hospitals, Fitness Centers, Academic and Research Institutions, Homecare Settings], By Region, Opportunities and Forecast, FY2019-FY2033F

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Report description:

Japan body composition meters market is projected to witness a CAGR of 6.14% during the forecast period FY2026-FY2033, growing from USD 35.22 million in FY2025 to USD 56.71 million in FY2033. The market's growth can be attributed to the rapid expansion of the aging population, increasing government efforts, and rising focus on preventive care. Continuous innovations and technological advancements are also driving the growth of the market by embedding smart features including Wi-Fi connectivity and Bluetooth, ensuring data synchronization with mobile health applications. Such features often appeal to tech-savvy consumers preferring digital health ecosystems.

A growing number of partnerships between technology providers and fitness or healthcare platforms have further boosted the relevance of body composition meters. Integration with broader health management systems allows for real-time monitoring and sharing of health data with professionals, aiding in personalized intervention strategies. These advancements not only make it easier for consumers to maintain wellness routines but also support telehealth services that rely on remotely collected biometric data.

Expansion of Aging Population Boosts Market's Demand

The rapid expansion of the aging population in the country is one of the major factors supporting the market's expansion. As per

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the estimates of the World Economic Forum, over one in ten people in Japan is 80 or older. The rising requirement for body composition meters can be attributed to the increasing emphasis on early disease detection and health monitoring for management of various age-related diseases. Body composition meters provide users with precise and non-invasive assessments of key metrics, including bone density, fat percentage, muscle mass, and hydration levels, allowing them to manage their health. Monitoring such metrics is especially valuable in older populations as they are more prone to diseases and disorders. Furthermore, the growing focus on preventive healthcare coupled with the increasing efforts of the leading market players in the country to bolster the availability of products that provide digital connectivity and are user-friendly are further providing lucrative growth opportunities for the market.

Rising Government Efforts Support Market Expansion

The Japanese government is implementing various policies and health initiatives that emphasize on preventive care, proactive health management, and early detection of lifestyle related diseases and disorders. The government is also focusing on providing advanced technologies and equipment across government facilities, bolstering the market's demand. For instance, in April 2025, the Samurai Fitness Center at Yokota Air Base in western Tokyo installed stationary bikes and weight machines worth USD 100,000.

Furthermore, increasing government backed wellness programs and public health campaigns are promoting the adoption of healthy lifestyles, increasing the utilization of body composition meters in both home and clinical settings.

Increasing Emphasis on Preventive Care Drives the Market's Growth

Due to the rising prevalence of lifestyle related diseases including cardiovascular diseases and diabetes across Japan, the focus on preventive care has significantly increased. Body composition meters aid in early identification of signs of health deterioration, allowing patients to receive proper care and treatment in a timely manner. Various insurance companies are focusing on providing preventive healthcare support and services to meet the rising demand, providing lucrative growth opportunities for the market. For instance, in April 2025, Tokio Marine Holdings, Inc. launched a new subsidiary, Tokio Marine Healthcare Co Ltd as part of their strategy to provide preventive healthcare services to support workplace health management across the country. The services provided by the company will focus on visualization and detection of health risks on the basis of health checkups.

Bio-impedance Analyzers Hold Major Market Share

The dominance of the analyzers can be attributed to their ability to measure different body composition parameters including bone density, hydration levels, body fat percentage, and muscle mass in a convenient, accurate, and non-invasive manner. Their quick measurement processes and user-friendliness are increasing their popularity in both home and clinical settings. Additionally, the key players of the market are focusing on launching new analyzers with advanced features, further supporting the segment's expansion. For instance, in March 2024, InBody Co., Ltd. launched next generation body composition analyzers that provide segmental analysis, muscle mass analysis, and precise body fat measurements. The increasing availability of analyzers with advanced features is allowing the users to effectively manage their health and wellbeing as well as chronic diseases and boosting their adoption in different regions across the country.

Impact of the U.S. Tariff on Japan Body Composition Meters Market

The tariffs are aimed at improving domestic manufacturing in the United States and are affecting the Japanese manufacturers that rely on the United States as a key destination for export. As the United States remains one of the major markets for Japan's precision wellness devices, including body composition meters used in clinical, sports, and consumer settings, this shift has forced Japanese manufacturers to reconsider their pricing strategies and distribution channels. Companies now face reduced competitiveness in the United States due to elevated costs, which could lead to dip in exports and revenue.

Key Players Landscape and Outlook

The key players of the market are focusing on new products in the country to expand their customer base and strengthen their presence in the market. For instance, in March 2025, Sky Labs Inc. and OMRON Asia Pacific Pte. Ltd. signed a distribution agreement to introduce the former's smart ring-based blood pressure monitor in Japan by the end of 2025. The product awaits appropriate regulatory approvals in Japan. By making advanced, user-friendly wearable devices widely accessible, the partnership is expected to boost consumer interest and adoption of digital health monitoring tools in Japan, providing lucrative growth opportunities to the market.

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