

## **Japan Sports Nutrition Market Size, Share and Outlook - Growth Analysis Report and Forecast Trends (2026-2035)**

Market Report | 2026-03-17 | 122 pages | EMR Inc.

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### **Report description:**

The Japan sports nutrition market was valued at USD 3.26 Billion in 2025 . The market is expected to grow at a CAGR of 9.00% during the forecast period of 2026-2035 to reach a value of USD 7.72 Billion by 2035 . Expanding participation in community marathons, corporate fitness programs, and government-backed health campaigns is accelerating demand for protein fortified beverages and amino acid supplements positioned for active aging and daily muscle maintenance.

### Key Market Trends and Insights

- By type, the sports supplements segment is expected to grow at a CAGR of 9.5% over the forecast period.
- By distribution channel, the online category is expected to grow at a CAGR of 14.7% during the forecast period.
- Rising demand for ready-to-drink protein beverages and convenient on-the-go nutrition formats tailored to everyday active lifestyles and easy distribution channels.

### Market Size & Forecast

- Market Size in 2025: USD 3.26 Billion
- Projected Market Size in 2035: USD 7.72 Billion
- CAGR from 2026 to 2035: 9.00%

Japan's aging demographic is one major driving factor that is significantly contributing to the Japan sports nutrition market growth. Companies are formulating low lactose and easily digestible protein blends tailored for consumers over 50. At the same time, rising female gym participation is pushing brands to launch collagen enriched and low-calorie recovery drinks. Such factors are reshaping product pipelines across leading manufacturing companies.

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In February 2025, Meiji Co., Ltd. expanded its SAVAS MILK PROTEIN line with higher protein ready to drink variants positioned for daily recovery rather than only athletic performance. The move followed the country's growing fitness participation, as according to the Japan sports nutrition market analysis, over 50% of adults engage in sports or exercise at least once a week. Companies are not only targeting bodybuilders, but they are also creating repeat consumption patterns among office workers and aging consumers who seek muscle maintenance. This shift is widening the total addressable base for brands.

Most of the Japan sports nutrition market players are mainly focusing on functional precision and format innovation in the world of consumer goods. To comply with the Foods with Function Claims framework in Japan and communicate scientifically backed benefits without pharmaceutical approval, companies are reformulating products at a molecular level. Among the products line, protein powders are converted into drinkable yogurts, jellies, and single-serve sachets suitable for distribution through convenience stores. Brand owners are also increasing investment in small pack sizes to get along with the vending machine retail ecosystem. For example, in September 2025, Leaft Foods partnered with Lacto Japan to accelerate commercialization of its novel leaf-derived Rubisco protein isolate, offering superior amino acid profiles and functionality to Japanese food and sports nutrition manufacturers.

Furthermore, cross-industry collaborations are happening at an accelerated rate. For instance, Otsuka Pharmaceutical Co., Ltd. is utilizing the significant brand recognition of Pocari Sweat to introduce a new range of amino acid-based recovery products that are trialed not only by endurance athletes but also by outdoor workers. On the other hand, contract manufacturers are refurbishing their local factories to produce high-protein dairy and plant-based blends on a large scale. Such trends in the Japan sports nutrition market are leading to new B2B collaborations in retail, pharma, and foodservice sectors.

#### Japan Sports Nutrition Market Report Summary

Description

Value

Base Year

USD Billion

2025

Historical Period

USD Billion

2019-2025

Forecast Period

USD Billion

2026-2035

Market Size 2025

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USD Billion

3.26

Market Size 2035

USD Billion

7.72

CAGR 2019-2025

Percentage

%

CAGR 2026-2035

Percentage

9.00%

CAGR 2026-2035 - Market by Type

Sport Supplements

9.5%

CAGR 2026-2035 - Market by Distribution Channel

Online Stores

14.7%

Key Trends and Recent Developments

January 2026 - xBet Promoted Gula Midam Kreatin Supplement for Athletes

xBet backed the launch of a new kreatin supplement from Gula Mioanum targeting improved strength and recovery for competitive athletes, blending performance focus with broader lifestyle positioning. Other companies can explore co-branding and influencer-led campaigns to introduce targeted performance supplements tailored to local athlete preferences, leveraging such developments in the Japan sports nutrition market.

November 2025 - Danone Japan Launched High-Absorption Protein Yogurt

Danone Japan introduced a caramel apple flavored high-absorption protein yogurt variant aimed at boosting rotation in a saturated chilled dairy category with premium taste and functional nutrition appeal. Danone's move shows value in localized,

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indulgent protein formats that blend performance claims with everyday eating habits, opening opportunities for other firms to adapt category extensions beyond beverages.

#### July 2025 - Nutritech Entered Protein Isolate Market with NiHPRO

Nutritech launched NiHPRO hydrolyzed protein isolate, claiming allergen-free, rapid absorption formula suited for performance nutrition globally. Hence, brands can also explore partnerships or licensing to introduce advanced protein isolates tailored to local digestive preferences, using such trends in the Japan sports nutrition market.

#### April 2023 - Kirin Debuted FFC-Labelled Functional Sports Drink

Kirin launched its first sports drink approved under Japan's Foods with Function Claims, combining hydration and immune health benefits. Other companies can leverage FFC approvals for multifunctional sports nutrition products to tap aging and health-conscious consumer segments.

#### High-Protein Ready to Drink Innovation

Ready to drink protein beverages are gaining momentum within the Japan sports nutrition market dynamics due to convenience and distribution reach. Companies are expanding their PROTEIN beverage portfolio with higher protein concentrations and reduced sugar positioning. For example, in November 2025, Arla Foods Ingredients unveiled five high-protein product concepts including transparent yogurt, carbonated whey drinks, and gluten-free protein bakery items to inspire functional nutrition innovation. These products are sold through convenience stores and vending machines, which are critical retail channels in Japan. Government health campaigns promoting muscle maintenance among older adults are indirectly supporting this format. Manufacturers are also focusing on heat stable formulations that extend shelf life without compromising taste.

#### Plant-Based and Hybrid Protein Blends

Plant-based sports nutrition is rapidly becoming a high-end growth segment. Firms like Asahi Group Holdings, Ltd. have notably invested in alternative protein R&D and are experimenting with soy and pea blends that are in line with Japanese taste preferences. People who are concerned about the effects of food on their digestive system are the ones who are surging this demand in the Japan sports nutrition market. Additionally, hybrid products made from whey and plant proteins are experiencing surging demand. They offer an ideally balanced amino acid composition along with improved texture. In January 2026, Veracity introduced a plant-based metabolic power protein targeting enhanced energy and recovery, combining pea and ancient grains for broader functional appeal.

#### Functional Amino Acid and Recovery Science

Amino acid-based sports nutrition formulations remain a focal point in the Japan sports nutrition market. Ajinomoto Co., Inc. is persistently innovating branded amino acid ingredients suitable for endurance and muscle recovery. These firms are partnering with academic institutions for research and confirmation of product benefits in terms of performance. Japan's strong scientific culture permits such health claims to be accepted. Science-based product differentiation is becoming a competitive advantage in this category. In December 2025, Arla Foods Ingredients introduced a new cGMP whey protein with significantly reduced phenylalanine, expanding options for targeted medical and performance nutrition formulations.

#### Women-Focused Sports Nutrition Lines

Women continue to be the one of the primary motivators resulting in the increase of fitness and recreational sports in Japan.

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Brands are now coming up with low calorie protein drinks that are packed with iron and collagen. Packaging designs are changing towards the use of softer designs to attract new consumers, reshaping the entire Japan sports nutrition market dynamics. Companies are investing in influencer partnerships tied to yoga and pilates communities. In May 2024, Vitaco launched a new sports nutrition brand ATHENA that is dedicated to helping women achieve their sporting and fitness goals.

#### Digital Direct to Consumer Expansion

Companies like MyProtein are strengthening their presence in Japan through localized websites and targeted digital campaigns. Subscription models are gaining traction, particularly for protein powders and capsules. Japan's high internet penetration supports this shift. Domestic brands are offering loyalty programs tied to fitness tracking apps. Data insights allow companies to personalize product bundles and reduce churn and improves repeat purchases. Digital expansion is enabling niche brands to compete without heavy investment in physical shelf space, thereby boosting the Japan sports nutrition market penetration. In October 2024, Japan's Daiichi Sankyo Healthcare entered the sports nutrition category by acquiring leading protein and supplement brand DNS, strengthening its functional foods and active health portfolio.

#### Japan Sports Nutrition Industry Segmentation

The EMR's report titled "Japan Sports Nutrition Market Report and Forecast 2026-2035" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type

- Sports Food
- Sports Drinks
- Sport Supplements

Key Insight: Sports drinks lead the Japan sports nutrition market growth due to established hydration habits and broad consumer acceptance. Sport supplements are also gaining rapid popularity as consumers pursue measurable performance and recovery goals. Sports food such as protein bars and fortified snacks experience steady growth, benefiting from convenience and portability. In July 2025, Nestle launched MILO Pro high-protein drink with 20 g protein, tailored for active lifestyles and recovery-oriented consumers across Asia Pacific markets. Innovation is concentrated around functional claims, portion control, and digestive comfort. The market is gradually moving from general energy positioning toward highly specific outcome-driven products.

##### Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Specialty Stores
- Online Stores
- Others

Key Insight: As per the Japan sports nutrition market report, convenience stores continue to be the most powerful distribution channel as they support frequent small purchases and immediate consumption. Supermarkets and hypermarkets provide a reliable volume through family shopping trips. Specialty stores target fitness enthusiasts searching for expert advice, while online platforms speed up the growth by providing product curation and offering subscription models. Other channels like gyms and pharmacies play considerably influential roles.

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## Japan Sports Nutrition Market Share

By type, sports drinks currently dominate the market driven by hydration culture demand

Sports drinks hold the dominant share within the Japan sports nutrition market dynamics because hydration is already embedded in daily routines. Products are positioned not only for athletes but also for office workers, outdoor staff, and students. Isotonic and hypotonic variants are reformulated with lower sugar and added electrolytes. Brands are investing in heat stress positioning due to rising summer temperatures. Companies are also introducing smaller bottle sizes for portion control. Functional claims around rapid absorption and fatigue reduction are being highlighted clearly. The category benefits from strong brand recognition and habitual consumption. In October 2025, Syncron launched sugar-free pre- and post-workout functional beverages, co-developed with MLB star Shohei Ohtani, featuring amino acids and recyclable packaging to redefine performance hydration.

Sport supplements are also contributing to the Japan sports nutrition market revenue as consumers seek targeted performance outcomes. Protein powders, BCAA capsules, and creatine blends are becoming more specialized. Brands are developing age-specific and gender-specific formulations. Manufacturers are using enzyme blends and fermented ingredients to improve absorption. Subscription models through online platforms are supporting repeat demand. There is also growth in condition-specific supplements that are focused on endurance or muscle preservation.

By distribution channel, convenience stores lead the Japan sports nutrition demand growth due to high frequency urban access

Convenience stores largely drive sports nutrition consumption in Japan because of dense urban networks and extended operating hours. Consumers often purchase protein drinks and recovery beverages on the way to work or gym. Compact packaging fits well within limited shelf space. Brands negotiate premium placement near checkout counters to increase impulse purchases. Seasonal campaigns around marathon events and summer hydration are rapidly becoming common. Convenience chains also prefer ready to drink formats over bulky powders.

Online stores are also experiencing substantial growth in the Japan sports nutrition market since consumers are looking for better prices and a wider range of products. Protein powders and supplement bundles are among the top-performing products online because of the customers' tendency to buy in bulk. Various brands are leveraging subscription discounts as a means of obtaining a steady stream of revenue. Thorough product specifications and openness about the ingredients are two factors that strongly affect consumers' decisions to buy. Promotion through social networking sites and endorsement by athletes increases the traffic of a brand's website. In September 2025, XYMOGEN introduced NSF Certified for Sport performance range, emphasizing banned-substance testing and purity for elite athletes and rigorous training professionals.

## Competitive Landscape

The market is moderately consolidated but becoming more competitive. Japan sports nutrition companies rely on their brand familiarity and strong retail relationships. Foreign players are investing in local flavors and smaller packaging to fit the Japanese preferences. Brands are teaming up with research authorities to scientifically back their performance claims. Besides that, clean label positioning and digestive comfort are also being considered.

Japan sports nutrition market players are turning to hybrid products such as drinkable protein jelly and fortified yogurt beverages. Instead of launching heavy performance products, brands are simply improving taste, texture, and absorption efficiency. Fitness influencer partnerships and corporate wellness programs are paving the way for new B2B opportunities. There is notable potential in active aging nutrition and female-specific recovery products. Companies that are able to blend scientific proof with handy formats are expected to benefit from a long-term competitive edge in the market.

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## Glanbia Plc

Glanbia Plc, founded in the year 1997 and based in Ireland, is a global performance nutrition company delivering leading branded protein powders and sports nutrition products in Japan. Operating primarily via digital and specialty channels, and with a focus on premium whey formulations and localized advertising campaigns, the brand mostly targets serious fitness enthusiasts and competitive athletes.

## Otsuka Pharmaceutical Co., Ltd.

Otsuka Pharmaceutical Co., Ltd. established in Tokyo, Japan in 1964, has a strong beverage portfolio that it is using to offer sports nutrition products. The company combines hydration science with amino acid research. It gets advantage of the extensive distribution networks and the established trust in health-related products, accelerating the Japan sports nutrition market growth.

## NUREX.,Co.Ltd

NUREX., Co.Ltd based in Osaka, Japan and founded in 1980, is a protein supplement specialist with a focus on private label clients. The company emphasizes the importance of tailored formulations and small flexible production runs to meet the needs of niche brands and gym chains that require a new line of performance products.

## Herbalife International of America Inc.

United States-based Herbalife International of America Inc. has been operating in Japan through a direct selling channel model since 1980. The company promotes meal replacement and protein shake products and is primarily using community-based distribution and one-to-one coaching methods for its marketing.

Other key players in the market include Meiji Holdings Co., Ltd., and Abbott Laboratories, among others.

## Key Highlights of the Japan Sports Nutrition Market Report

- Historical performance and forward-looking forecasts through the forecast period.
- Detailed insights into protein beverage reformulation and hybrid supplement innovation.
- Comprehensive competitive profiling of domestic and global nutrition brands.
- Channel wise analysis highlighting convenience and digital growth driving factors.
- Strategic outlook focusing on active aging and female fitness demand.

## Why Rely on Expert Market Research?

- Deep expertise across functional food and performance nutrition categories.
- Tailored insights aligned with evolving consumer health priorities.
- Strong analytical framework combining primary interviews and secondary research.
- Practical recommendations designed to support product innovation and market expansion decisions.

## Call to Action

Explore the latest trends shaping the Japan sports nutrition market 2026-2035 with our in-depth report. Gain strategic insights, future forecasts, and key market developments that can help you stay competitive. Download a free sample report or contact our

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