



# Health and Wellness in Japan

December 2025

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## Health and Wellness in Japan

### EXECUTIVE SUMMARY

Japanese have strong interest in health and wellness claims

### INDUSTRY PERFORMANCE

Nutritional support and weight management shapes demand patterns

Natural claims are important to Japanese consumers

### WHAT'S NEXT

Strong outlook for health and wellness

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#### HW Hot Drinks in Japan

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Organic and no caffeine claims gain traction in hot drinks

##### INDUSTRY PERFORMANCE

Fortified/functional hot drinks emerge in Japan

Organic hot drinks is one of the largest health claims in Japan's hot drinks

Caffeine management drives demand for no caffeine hot drinks

##### WHAT'S NEXT

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### INDUSTRY PERFORMANCE

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## INDUSTRY PERFORMANCE

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Natural is also among the largest claims led by 'mutenka' (clean-label) products

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##### INDUSTRY PERFORMANCE

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Natural is the largest claim health and wellness staple foods

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