



Euromonitor  
International

# Health and Wellness in Japan

December 2025

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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

Japan's older population to support development of fortified/functional hot drinks  
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HW Soft Drinks in Japan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks with functional benefits are gaining traction

INDUSTRY PERFORMANCE

RTD tea with fibre brings functional choices to Japanese consumers  
No sugar soft drinks is the largest category  
Players tap into local demand for warm bottled water

WHAT'S NEXT

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[HW Snacks in Japan](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modern lifestyles drive demand for snacks fortified with vitamins and minerals

INDUSTRY PERFORMANCE

- Snack players embrace the fortified/functional trend
- Good source of minerals is the biggest claim in Japan
- On-the-go lifestyles fuel demand for snacks offering good source of vitamins

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Japan](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health and wellness claims are pivotal in dairy products and alternatives

INDUSTRY PERFORMANCE

High protein yoghurt enjoys strong popularity in Japan  
Probiotic claims stand out in dairy products and alternatives  
Low fat claims align with weight management goals

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[HW Cooking Ingredients and Meals in Japan](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower salt and clean-labels are prominent claims

INDUSTRY PERFORMANCE

Health and wellness innovations gain traction, notably in frozen ready meals and meal kits  
Low salt is one of the largest claims in Japan  
Natural is also among the largest claims led by ‘mutenka’ (clean-label) products

WHAT'S NEXT

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HW Staple Foods in Japan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Japanese consumers have strong preference for natural claims

INDUSTRY PERFORMANCE

High protein low carb dietary requirements are now mainstream

Natural is the largest claim health and wellness staple foods

Low sugar claims reflect importance of low carb trend

WHAT'S NEXT

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Free from additives claim to lose traction

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