



Euromonitor
International

Dietary Supplements in Japan

September 2025

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Dietary Supplements in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Recovery in dietary supplements: consumption of traditional ingredients declines amongst seniors, while proteins and probiotics drive growth

Dietary supplements expands beyond tablets to broaden user base

Preventive healthcare trends align with corporate strategies to expand private labels, enhancing credibility and profitability through expert supervision and data integration

PROSPECTS AND OPPORTUNITIES

Anti-ageing focus and dietary guidelines revision propel growth in dietary supplements, expanding demand for minerals and new needs in bone, vascular, and brain health

Stricter ingredient review and mandatory GMP in response to the red yeast rice issue slow supplement development but offer an opportunity to enhance industry credibility

Integrated beauty solutions combine inner and outer care, companies strengthen dual approach products

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