



Euromonitor
International

Vitamins in Japan

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamins market thrives as single vitamins grow with stricter labelling standards and health visibility

High-value supplements lead the market amid rising sun protection and ageing awareness

Limited demand for single vitamin A and E products due to overconsumption risks, while comprehensive anti-ageing formulae with vitamin C gain in popularity

PROSPECTS AND OPPORTUNITIES

Anti-ageing demand fuels expansion in vitamins, while drinkable supplements face intensifying competition

New ingredient scrutiny and mandatory GMP slow supplement development, but enhance industry credibility

Vitamins growth expected to continue with diverse formulations and high-function combination products using liposome technology

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