



Euromonitor
International

HW Snacks in Japan

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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

- Fortified/functional products face some challenges driving use of natural ingredients
- Strong growth potential for good source of minerals snacks
- Good source of vitamins snacks offers further growth potential

CATEGORY DATA

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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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