



HW Snacks in Japan

December 2025

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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

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Health and Wellness in Japan - Industry Overview

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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