



Euromonitor
International

HW Dairy Products and Alternatives in Japan

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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

WHAT'S NEXT

- High protein and no sugar claims to gain traction
- Probiotic claims will remain key in Japan
- Low fat milk to gain popularity out of affordability

CATEGORY DATA

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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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