



Euromonitor  
International

# HW Dairy Products and Alternatives in Japan

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Probiotic dairy products and alternatives remain popular thanks to probiotic yoghurt

Low fat is significant within dairy products and alternatives due to health concerns, although taste also remains important

Added benefits necessary to compete with other healthy foods and drinks

#### PROSPECTS AND OPPORTUNITIES

Increasing consumer awareness of plant-based milks other than soy, especially those with secondary claims

As consumers look to boost their metabolism, good source of minerals is set to see strong growth to 2028

Dairy free and lactose free claims set to rise within health and wellness dairy products and alternatives, due to intolerances and vegan diet

#### CATEGORY DATA

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## Health and Wellness in Japan - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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