



HW Cooking Ingredients and Meals in Japan

December 2025

Table of Contents

HW Cooking Ingredients and Meals in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower salt and clean-labels are prominent claims

INDUSTRY PERFORMANCE

Health and wellness innovations gain traction, notably in frozen ready meals and meal kits

Low salt is one of the largest claims in Japan

Natural is also among the largest claims led by 'mutenka' (clean-label) products

WHAT'S NEXT

Ageing population will be a key focus of innovations

Low salt claims will continue to emerge to address health and beauty concerns

Natural trend is ripe for further development

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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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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