



# HW Staple Foods in Japan

December 2025

Table of Contents

## HW Staple Foods in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Japanese consumers have strong preference for natural claims

#### INDUSTRY PERFORMANCE

High protein low carb dietary requirements are now mainstream

Natural is the largest claim health and wellness staple foods

Low sugar claims reflect importance of low carb trend

#### WHAT'S NEXT

Focus on health and weight management drives demand for high protein and other functional claims

Free from additives claim to lose traction

Popularity of low carb staple foods will bring more low sugar to the fore

#### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Staple Foods 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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