

# Nutritional and Dietary Supplements Market in Japan

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## Abstracts

Japan is one of the major economic powers of the world and the most developed country in the Asian region. The country leads in many sectors and is also a center of affluent consumers in the region. In recent years, Japan has been experiencing a demographic and cultural shift and is now facing a rapidly aging population. Japanese nutrition market is a well developed market still there is strong need to introduce new products with more health benefits and low cost.

In 2010, Japan accounted for 31.27% of global functional food market and was the market leader. Demand for nutritional and dietary supplements is expected to increase but growth rate will be very slow due to decline in spending power; this trend is expected to continue till 2013. Increasing demand for anti-ageing, energy and skin care products boosted the demand for herbal/ traditional products in 2009.

In 2010, there was a strong demand for combination formulas and probiotics in the country reaching USD ~ million and USD ~ million, respectively. In 2006 there was a fall in retail sales of vitamins and dietary supplements demand which recovered soon in 2007 but thereafter slow growth rate was registered and continued even in year 2011.

In 2009, the sports nutrition market had registered a slight decline of 0.23%. The decline can be attributed to the increase in cost of raw materials, especially in protein powder segment.

The present report on “Nutritional and Dietary Supplements Market in Japan” covers overall industry performance and further gives a detailed description of major segments of the industry. The report talks about vitamins, sports nutrition and herbal supplements market performance and provide reasons of change. We have also covered recent industry trends and developments, macro economy environment and growth drivers accountable for any change in the industry performance.

## Scope of the Report

The objective of the research report is to provide an understanding of nutritional and dietary supplements performance in Japan in respect to retailers, manufacturers and distributors.

The overview of global nutritional supplements demand helps to compare the industry performance in Japan.

This report is useful for both international and domestic players, wherein international players get to know which segment to enter and domestic players can compare their present positioning in the market.

Industry performance has been discussed in various parameters such as – demand by segments, GDP, Import/Export, Aging population and Disposable income.

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