

Global Natto Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Natto market size will reach 2,012.18 Million USD in 2025 and is projected to reach 3,543.50 Million USD by 2032, with a CAGR of 8.42% (2025-2032). Notably, the China Natto market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Natto is a traditional Japanese dish made from fermented soybeans that has been consumed for centuries. The production of natto involves soaking soybeans, steaming them, and then fermenting them with the bacterium *Bacillus subtilis* var. natto. This fermentation process gives natto its unique characteristics - a sticky and slimy texture along with a distinct, pungent aroma. Natto is known for its rich nutritional profile, as it is a good source of protein, dietary fiber, vitamins, and minerals. It is particularly noteworthy for containing an enzyme called nattokinase, which is believed to have potential health benefits related to blood clot prevention and cardiovascular health. Natto is commonly served with rice and various toppings, such as soy sauce, mustard, and green onions. It is a popular breakfast food in Japan and is often enjoyed as a side dish or in sushi rolls. While natto may have an acquired taste and texture that some people find challenging, it remains a staple dish in Japanese cuisine valued for its cultural significance and potential health benefits.

The major global manufacturers of Natto include Takano, AZUMA, Mizkan, Kikusui Food, Hoya Natto, Okuno Shokuhin, YAMADA, Doutong Food, Daruma Foods,

Shounadou, Donan Hiratsuka Foods, Osato, Yanjing Nadou, Marumiya, Tengu Natto, Takenoshita Foods, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Natto. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Natto market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Natto market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Natto industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Natto Include:

Takano

AZUMA

Mizkan

Kikusui Food

Hoya Natto

Okuno Shokuhin

YAMADA

Doutong Food

Daruma Foods

Shounadou

Donan Hiratsuka Foods

Osato

Yanjing Nadou

Marumiya

Tengu Natto

Takenoshita Foods

Natto Product Segment Include:

Soy Natto

Black Bean Natto

Natto Product Application Include:

Business Order

Family Food

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