

# Food Intolerance in Japan

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## Abstracts

In 2012, current value sales grew by 1%, due to the increased incidence of diabetes and food allergy in Japan. However, food intolerance remains a niche product type in Japan. Overall, retail value sales reached ¥13 billion in 2012.

Euromonitor International's Food Intolerance in Japan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Food Intolerance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Food Intolerance by Category: Value 2007-2012

Table 2 Sales of Food Intolerance by Category: % Value Growth 2007-2012

Table 3 Food Intolerance NBO Company Shares 2008-2012

Table 4 Food Intolerance NBO Brand Shares 2009-2012

Table 5 Forecast Sales of Food Intolerance by Category: Value 2012-2017

Table 6 Forecast Sales of Food Intolerance by Category: % Value Growth 2012-2017

Meiji Co Ltd in Health and Wellness (japan)

Strategic Direction

Key Facts

Summary 1 Meiji Co Ltd: Key Facts

Summary 2 Meiji Co Ltd: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Meiji Co Ltd: Competitive Position 2012

Executive Summary

Growing Health Concern Drives Consumption

Health and Wellness Booms Triggered by Television Programmes

Harsh Competition in Fortified/functional Beverages

Shift From Store-based To Non-store Retailing

Demographic Shift Will Generate New Health and Wellness Trend

Key Trends and Developments

Metabolic Syndrome and Locomotive Syndrome Influence Consumer Behaviour

Radiation Scandal in 2011 Continues To Influence Organic Market

Television Programmes Trigger Health and Wellness Booms

Functional Soft Drinks Increase Presence

Bfy Reduced Caffeine Hot Drinks on the Rise

Market Data

Table 7 Sales of Health and Wellness by Type: Value 2007-2012

Table 8 Sales of Health and Wellness by Type: % Value Growth 2007-2012

Table 9 Sales of Health and Wellness by Category: Value 2007-2012

Table 10 Sales of Health and Wellness by Category: % Value Growth 2007-2012

Table 11 Sales of Health and Wellness by Prime Positioning: Value 2007-2012

Table 12 Sales of Health and Wellness by Prime Positioning: % Value Growth  
2007-2012

Table 13 Health and Wellness GBO Company Shares 2008-2012

Table 14 Health and Wellness NBO Company Shares 2008-2012

Table 15 Health and Wellness NBO Brand Shares 2009-2012

Table 16 Forecast Sales of Health and Wellness by Type: Value 2012-2017

Table 17 Forecast Sales of Health and Wellness by Type: % Value Growth 2012-2017

Table 18 Forecast Sales of Health and Wellness by Category: Value 2012-2017

Table 19 Forecast Sales of Health and Wellness by Category: % Value Growth  
2012-2017

Table 20 Forecast Sales of Health and Wellness by Prime Positioning: Value  
2012-2017

Table 21 Forecast Sales of Health and Wellness by Prime Positioning: % Value  
Growth 2012-2017

Appendix

National Legislation

Organic Certification

Foshu (foods for Specified Health Uses)

Definitions

Sources

Summary 4 Research Sources

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