

HW Cooking Ingredients and Meals in Japan

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Abstracts

Japanese consumers have relatively high interest in functional products, and generally trust the claims on the packaging and in marketing activities. With the aim of assisting consumers to make more informed choices, a system of Foods with Function Claims (FCC) was introduced by the Japanese Consumer Affairs Agency in April 2015, and this is still in force. To label their food products as “Foods with Function Claims”, manufacturers are required to submit information on the evidence supporting th...

Euromonitor International's HW Cooking Ingredients and Meals 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

Get a detailed picture of the HW Cooking Ingredients and Meals 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.

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HEALTH AND WELLNESS IN JAPAN

EXECUTIVE SUMMARY

Overview

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