

HW Staple Foods in Japan

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Abstracts

Consumers' health consciousness and interest in nutrition were growing even before the pandemic. However, after COVID-19 hit Japan, the health and wellness trend accelerated, as consumers strived to maintain their general health to lessen the risk of getting COVID-19, while some were concerned about weight gain due to the reduced amount of exercise when working from home. These trends continued even as the pandemic eased. Therefore, improvement of diets, often through the reduction of carbs and...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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 Staple Foods 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.

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Despite seeing falling sales as consumers seek a better taste, natural holds first place within health and wellness staple foods in 2022

Good source of omega 3s benefits from consumer desire to look after their metabolism in 2022

PROSPECTS AND OPPORTUNITIES

Potential for health-orientated development likely to be constrained by price sensitivity
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HEALTH AND WELLNESS IN JAPAN

EXECUTIVE SUMMARY

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