

# Global Natto Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Natto market size was valued at USD 1679.4 million in 2023 and is forecast to a readjusted size of USD 2955.9 million by 2030 with a CAGR of 8.4% during review period.

Natto is a soybean product made from soybean by fermentation of *Bacillus natto* (*Bacillus subtilis*). It is sticky, smells bad, and tastes slightly sweet. It not only retains the nutritional value of soybean, but also is rich in vitamin K2 and improves the digestion and absorption rate of protein. , More importantly, the fermentation process produces a variety of physiologically active substances, which have the health-care effect of dissolving fibrin in the body and regulating other physiological functions. The Natto market covers Soy Natto, Black Bean Natto, etc. The typical players include Takano, AZUMA, Mizkan, Kikusui Food, Hoya Natto, Okuno Shokuhin, YAMADA, Daruma Foods, etc.

Global key players of Natto include Takano, AZUMA, Mizkan and Kikusui Food, etc. Global top four manufacturers hold a share about 45%. Japan is the largest producer of Natto.

The Global Info Research report includes an overview of the development of the Natto industry chain, the market status of Business Order (Soy Natto, Black Bean Natto), Family Food (Soy Natto, Black Bean Natto), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Natto.

Regionally, the report analyzes the Natto markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing

consumer awareness. Asia-Pacific, particularly China, leads the global Natto market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Natto market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Natto industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (Tons), revenue generated, and market share of different by Type (e.g., Soy Natto, Black Bean Natto).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Natto market.

**Regional Analysis:** The report involves examining the Natto market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Natto market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Natto:

**Company Analysis:** Report covers individual Natto manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Natto This may involve surveys, interviews, and analysis of consumer

reviews and feedback from different by Application (Business Order, Family Food).

**Technology Analysis:** Report covers specific technologies relevant to Natto. It assesses the current state, advancements, and potential future developments in Natto areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Natto market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Natto market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Soy Natto

Black Bean Natto

#### Market segment by Application

Business Order

Family Food

#### Major players covered

Takano

AZUMA

Mizkan

Kikusui Food

Hoya Natto

Okuno Shokuhin

YAMADA

Daruma Foods

Doutong Food

Donan Hiratsuka Foods

Shounadou

Osato

Yanjing Nadou

Marumiya

Tengu Natto

Takenoshita Foods

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Natto product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Natto, with price, sales, revenue and global market share of Natto from 2019 to 2024.

Chapter 3, the Natto competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Natto breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Natto market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Natto.

Chapter 14 and 15, to describe Natto sales channel, distributors, customers, research findings and conclusion.

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