

Natto Market Size, Trends, Analysis, and Outlook By Type (Fermented Soyabeans, Others), By Application (Sauce, Food), By Distribution Channel (Direct, Indirect), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Natto Market Size is valued at \$294.6 Million in 2024 and is forecast to register a growth rate (CAGR) of 6.1% to reach \$473.1 Million by 2032.

The natto market is expanding as consumers seek traditional and fermented foods. The trend towards healthy eating and plant-based diets is driving market growth. Innovations in product formulations and packaging are enhancing market potential, encouraging brands to develop diverse natto offerings.

Natto Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Natto survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Natto industry.

Key market trends defining the global Natto demand in 2025 and Beyond

The Natto industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Natto Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Natto industry

Leading Natto companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Natto companies.

Natto Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Natto Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Natto industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case,

and high case.

Natto Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Natto Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Natto market segments. Similarly, strong market demand encourages Canadian Natto companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Natto Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Natto industry remains the major market for companies in the European Natto industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Natto market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Natto Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Natto in Asia Pacific. In particular, China, India, and South East Asian Natto markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities.

Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Natto Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Natto Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Natto market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Natto.

Natto Company Profiles

The global Natto market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Asahimatsu Foods Co. Ltd, ASAICHIBAN Corp, CJ CheilJedang Corp, Japan Bio Science Laboratory Co. Ltd, Kasano Kosan Co. Ltd, MegumiNATTO Inc, Mizkan America Inc, NikanKitchen Inh. K.Ageno, Organo Food Tech Corp, Takanofoods Co. Ltd.

Recent Natto Market Developments

The global Natto market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Natto Market Report Scope

Natto Market Size, Trends, Analysis, and Outlook By Type (Fermented Soyabeans, Others), By Application (Sauce,...

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

Type

Fermented Soyabeans

Others

Application

Sauce

Food

Distribution Channel

Direct

Indirect

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Asahimatsu Foods Co. Ltd

ASAICHIBAN Corp

CJ CheilJedang Corp

Japan Bio Science Laboratory Co. Ltd

Kasano Kosan Co. Ltd

MegumiNATTO Inc

Mizkan America Inc

NikanKitchen Inh. K.Ageno

Organo Food Tech Corp

Takanofoods Co. Ltd

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. NATTO MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Natto Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Natto Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Natto Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Natto Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Natto Market Outlook to 2032

CHAPTER 5: NATTO MARKET DYNAMICS

Natto Market Size, Trends, Analysis, and Outlook By Type (Fermented Soyabeans, Others), By Application (Sauce,...

- 5.1 Key Natto Market Trends
- 5.2 Potential Natto Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL NATTO MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Type
 - Fermented Soyabeans
 - Others
- Application
 - Sauce
 - Food
- Distribution Channel
 - Direct
 - Indirect
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA NATTO MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Type
 - Fermented Soyabeans
 - Others
- Application
 - Sauce
 - Food
- Distribution Channel
 - Direct
 - Indirect
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Natto Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Natto Market Size Forecast, 2021- 2032
 - 7.3.3 Mexico Natto Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE NATTO MARKET ANALYSIS AND OUTLOOK TO 2032

- 8.1 Europe Market Outlook by Segments, 2021- 2032
- 8.2 Type
 - Fermented Soyabeans
 - Others
- Application
 - Sauce
 - Food
- Distribution Channel
 - Direct
 - Indirect
- 8.3 Europe Market Outlook by Country, 2021- 2032
 - 8.3.1 Germany Natto Market Size Forecast, 2021- 2032
 - 8.3.2 France Natto Market Size Forecast, 2021- 2032
 - 8.3.3 United Kingdom Natto Market Size Forecast, 2021- 2032
 - 8.3.4 Spain Natto Market Size Forecast, 2021- 2032
 - 8.3.5 Italy Natto Market Size Forecast, 2021- 2032
 - 8.3.6 Russia Natto Market Size Forecast, 2021- 2032
 - 8.3.7 Rest of Europe Natto Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC NATTO MARKET ANALYSIS AND OUTLOOK TO 2032

- 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032
- 9.2 Type
 - Fermented Soyabeans
 - Others
- Application
 - Sauce
 - Food
- Distribution Channel
 - Direct
 - Indirect
- 9.3 Asia Pacific Market Outlook by Country, 2021- 2032
 - 9.3.1 China Natto Market Size Forecast, 2021- 2032
 - 9.3.2 India Natto Market Size Forecast, 2021- 2032
 - 9.3.3 Japan Natto Market Size Forecast, 2021- 2032
 - 9.3.4 South Korea Natto Market Size Forecast, 2021- 2032
 - 9.3.5 Australia Natto Market Size Forecast, 2021- 2032
 - 9.3.6 South East Asia Natto Market Size Forecast, 2021- 2032
 - 9.3.7 Rest of Asia Pacific Natto Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA NATTO MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Type

Fermented Soyabeans

Others

Application

Sauce

Food

Distribution Channel

Direct

Indirect

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Natto Market Size Forecast, 2021- 2032

10.3.2 Argentina Natto Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Natto Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA NATTO MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Type

Fermented Soyabeans

Others

Application

Sauce

Food

Distribution Channel

Direct

Indirect

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Natto Market Size Forecast, 2021- 2032

11.3.2 The UAE Natto Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Natto Market Size Forecast, 2021- 2032

11.3.4 South Africa Natto Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Natto Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Asahimatsu Foods Co. Ltd

ASAICHIBAN Corp

CJ CheilJedang Corp

Japan Bio Science Laboratory Co. Ltd

Kasano Kosan Co. Ltd

MegumiNATTO Inc

Mizkan America Inc

NikanKitchen Inh. K.Ageno

Organo Food Tech Corp

Takanofoods Co. Ltd

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Natto Market Outlook by Type, 2021- 2032
- Figure 6: Global Natto Market Outlook by Application, 2021- 2032
- Figure 7: Global Natto Market Outlook by Region, 2021- 2032
- Figure 8: North America Natto Market Snapshot, Q4-2024
- Figure 9: North America Natto Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Natto Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Natto Market Share by Country, 2023
- Figure 12: Europe Natto Market Snapshot, Q4-2024
- Figure 13: Europe Natto Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Natto Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Natto Market Share by Country, 2023
- Figure 16: Asia Pacific Natto Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Natto Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Natto Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Natto Market Share by Country, 2023
- Figure 20: South America Natto Market Snapshot, Q4-2024
- Figure 21: South America Natto Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Natto Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Natto Market Share by Country, 2023
- Figure 24: Middle East and Africa Natto Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Natto Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Natto Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Natto Market Share by Country, 2023
- Figure 28: United States Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Natto Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Natto Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Natto Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Natto Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Natto Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Natto Market Outlook by Type, 2021- 2032
- Table 10: North America- Natto Market Outlook by Country, 2021- 2032
- Table 11: Europe - Natto Market Outlook by Type, 2021- 2032
- Table 12: Europe - Natto Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Natto Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Natto Market Outlook by Country, 2021- 2032
- Table 15: South America- Natto Market Outlook by Type, 2021- 2032
- Table 16: South America- Natto Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Natto Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Natto Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Natto Companies
- Table 20: Product Profiles of Leading Natto Companies
- Table 21: SWOT Profiles of Leading Natto Companies

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