

Health Foods Commissioned Manufacturing Market in Japan: Key Research Findings 2013

◆ **Research Outline**

Yano Research Institute has conducted a study on the health foods commissioned manufacturing market with the following conditions:

1. Research period: From June to August, 2013
2. Research targets: Health foods commissioned manufacturers, health foods companies, blended food material suppliers
3. Research methodologies: Face-to-face interviews, surveys via telephone/FAX, questionnaire to businesses, and literature research

◆ **Key Findings**

■ **Market Size Forecast for Health Foods Commissioned Manufacturing Reaches 139.2 Billion Yen in FY2013, 102.2% of Previous Year**

Size of the health foods commissioned manufacturing market in FY2013 is anticipated to attain 139.2 billion yen, 102.2% of the size in the previous fiscal year. The market is expected to enjoy five consecutive years of expansion started from FY2009 due to steadiness of downstream health food market. Since the health food market players are apt to be fables, which means that they do not have their own manufacturing bases, those health foods commissioned manufacturing companies that won orders from mail-order companies and newly-entered-drug or food manufacturers are well performing, enabling them to build their new factories and invest in business augmentation.

■ **With Product Shapes Diversified, Those Close to General Food Types Gaining Ground**

Among the traditional types of health foods, i.e. tablets, granular/powder, hard capsules, soft capsules, and mini-drink, the granular/powder types are increasing their business opportunities due to low cost and efficient production abilities. Recently-emerged are new types of health foods such as tasty granular types, stick jelly, and chewable tablets/soft capsules, which are placing importance on taste and texture to make them resemble general foods. Through the course of such development, the health foods commissioned manufacturing companies are building up their facilities for producing stick-type or three-side seal packaging available to contain jelly and liquid.

■ **Differentiation Required for Unique Formulation Technologies and for Quality Management Enhancement**

Because of the ever-fiercer competition in the downstream health food market, the health foods commissioned manufacturers are required to differentiate the products. The

commissioned manufacturers try to live up to such expectation by developing unique products formulation, advanced processing technologies (nano-technique, deodorization at purification processes, masking, coating, solubilization of fat-soluble constituents, and etc.), and enhancing product quality management. Especially, the level of the product quality management has become demanding as large drug manufacturers and food makers expand their business in the health food market. In response to such demands, increasing number of commissioned manufacturers has built one-stop, consistent manufacturing processes from purchasing of raw materials to setting up of the final products.

◆ **Report format:**

Published report: “Health Foods Commissioned Manufacturing Market 2013”

Issued on: August 12, 2013

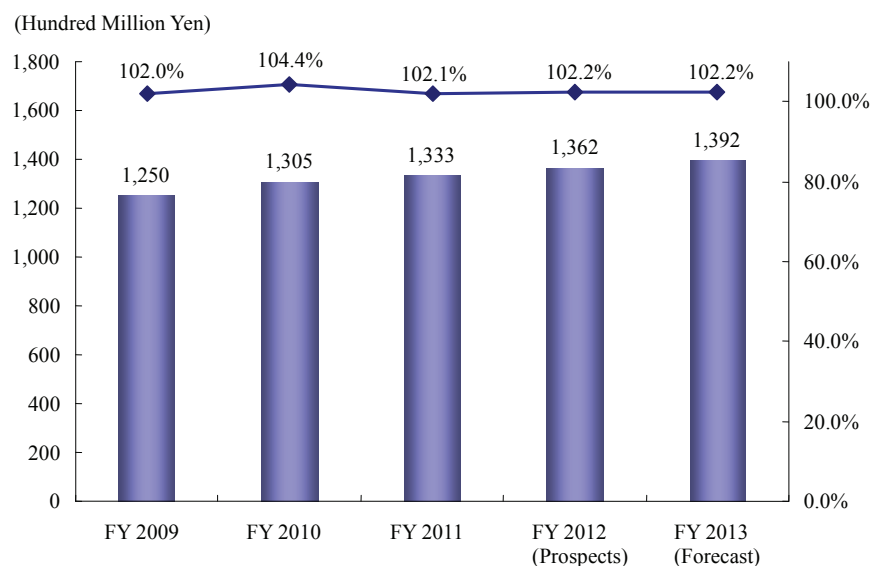
Language: Japanese

Format: 236 pages in A4 format

Price: 110,250 yen (5,250 yen of consumption tax shall be charged for the sales in Japan.)

Contacts: Public Relations
Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)
 Phone: +81-3-5371-6912 E-mail: press@yano.co.jp

■ **Figure 1: Forecast and Transition of Size of Health Foods Commissioned Manufacturing Market**



Notes:

1. The Figures are based on the sales of businesses.