

Health Foods Commissioned Manufacturing Market in Japan: Key Research Findings 2015

◆ Research Outline

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

1. Research period: From April to June, 2015
2. Research targets: Health foods commissioned manufacturers, health foods companies (manufacturers of health foods, general foods, pharmaceutical, etc.), other health food-related companies, and the competent authorities
3. Research methodologies: Face-to-face interviews, surveys via telephone/FAX, questionnaire (through in-mail and email), and literature research

<What are Health Foods?>

The health foods in this research indicate functional foods in the form of tablet, capsule, powder, or bottled liquid. The market size in this research is calculated based on the sales of the health foods commissioned manufacturing businesses.

◆ Key Findings

■ **Market Size Forecast for Health Foods Commissioned Manufacturing Reaches 141.52 Billion Yen in FY2014, 100.6% of Previous Year**

Size of the health foods commissioned manufacturing market in FY2014 is projected to attain 141.52 billion yen, 100.6% of the size in the previous fiscal year. The slight growth is due to slower recovery of consumer spending than expected after downturn from last-minute surge in demand that stemmed from consumption tax increase in the previous fiscal year. The slow growth is also due to launch of the new nutrition labeling system which is temporarily preventing the enterprises from improving their existing products and newly market any merchandises.

■ **Favorable Sales for Products in Shape of Powder, Granule, and Soft Capsule**

When looking at the products by material and by shape, Green juice or Aojiru and smoothies, powdered or granular types of products are making favorable sales in the health foods commissioned manufacturing market in recent years. Also, those standard ingredients such as Omega-3 fatty acid (including DHA and EPA), placenta, blueberries, and garlic showed stable growth, and so were those in the shape of soft capsules. There is a tendency that good business performance in the health foods commissioned manufacturing has been seen both at large companies as well as those companies handling powdered, granular and soft capsuled products.

■ **Newly-Settled Nutrition Labeling System Attracting Attention of Health Food Distributors**

The questionnaire on the nutrition labeling system, a voluntary system that has been newly

settled, was conducted to 38 health food distributors. Of the entire respondents 18.4% answered that they had already notified their intention of nutrition labeling. On the other hand, the respondents who are “under consideration whether or not to label nutrition” occupied 28.9%, and those who are “taking a wait-and-see attitude” accounted for 26.3%, total of both occupying the majority. However, those that responded as “no intention to label nutrition” accounted for only 2.6%, showing that the market more or less is at least interested in the new system.

◆ **Report format:**

Published report: “Health Food Contract Manufacturing Market 2015”

Issued on: June 30, 2015

Language: Japanese

Format: 387 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

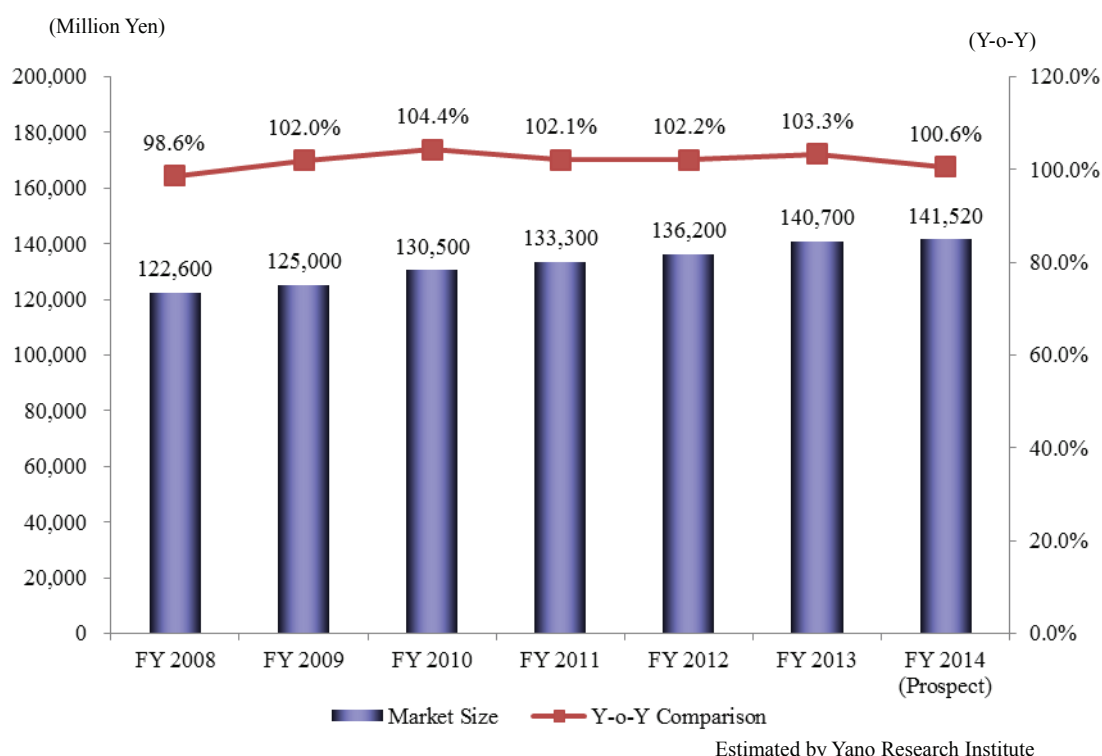
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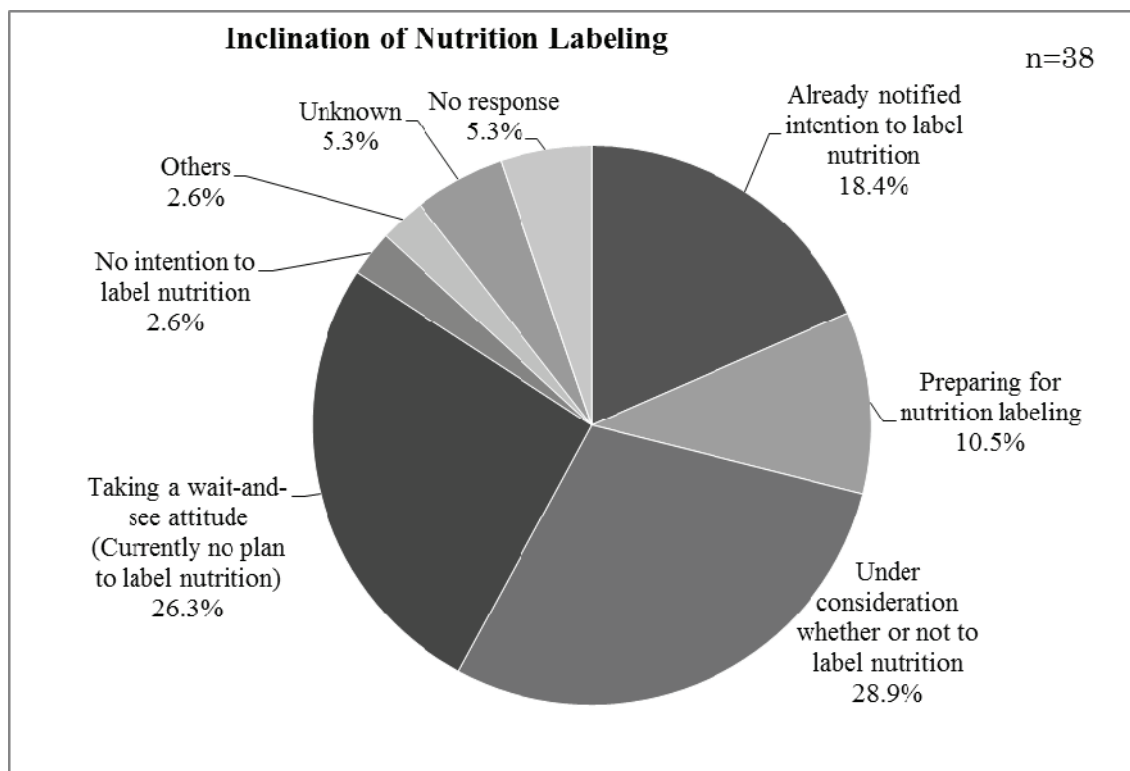
■ **Figure 1: Forecast and Transition of Size of Health Foods Commissioned Manufacturing Market**



Notes:

1. The market size is based on the sales of Health foods commissioned manufacturing businesses.
2. The health foods in this research indicate functional foods in the form of tablet, capsule, powder, or bottled liquid.

■ **Figure 2: Inclination of Nutrition Labeling of Foods at Health Food Distributors**



Estimated by Yano Research Institute

Notes:

3. Research period: May to June, 2015, Research targets: 38 health food distributors, Research methodologies: in-mail questionnaire and questionnaire by email, singular response.