

Health Food Market in Japan 2010

Focus Topics

- The fiscal 2008 health food market size was JPY669.8 billion, down 1.4% from the previous year. In addition to the reinforcement of regulations and surveillance by the government, suppressed consumers expenditure affected the market. However, there are growing companies with expanding sales and prominent ingredients and products. These successes are thoroughly studied and analyzed.
- Catalog sales channel is brisk and significantly growing. Pharmaceutical sales route decreased only slightly from the previous year. Analyses are made for the trends by sales channel and leading and growing market players.
- The beauty and anti-aging market is prosperous supported by consumer demands. Popular ingredients are collagen, hyaluronic acid and glucosamine, which are highly recognized by consumers. Their markets have continued to increase. Market trends by health effect and benefit and noteworthy ingredients are discussed.

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Amway, FLP Japan, HappyFamily, Herbalife, Japan Royal Jelly, Miki Corporation, Naturally Plus, NaturCare, Neways, Nikken Sohonsa, Nu Skin, Oppen Cosmetics, Pola Cosmetics, Shaklee, Tahitian Noni, World Service

3. Catalog Sales

AFC (AMS Life Science group), DHC, Fancl, Kobayashi Pharmaceutical, Kyowa, Kyowa Hakko Bio, Morishita Jintan, Nippi Collagen, Unitika

4. Store-based Retail Sales

Ajinomoto, Asahi Food & Healthcare, DIC Lifetec, Ensuiko Sugar Refining, House Foods, Iwatani Sangyo, Japan Pharmaceutical Development, J-Oil Mills, Kracie Seiyaku, Lotte Health Products, Meiji Seika, Metabolic, Million, Morinaga, Natural Group Honsha, Nippon Daily Health, Orihiro, Otsuka Pharmaceutical, Reishi Sogo Kenkyusho, Rohto Pharmaceutical, Shiseido, Showa Sangyo, SSI, Taisho Pharmaceutical, Yakult Health Foods, Yamamoto Kanpo Seiyaku

5. Wholesale

Sokensha, Tampei Nakata

6. Other

API, Kenko Corporation, Koyo Mercantile, Maruha Nichiro, Morikawa Kenkodo, NOF, Shin Nippon Yakugyo, Snow Brand Milk Products, Tama Biochemical, Tradepia

IV. CURRENT AND FUTURE OF HEALTH FOOD MARKET BY INGREDIENT

Agaricus Blazei, Alfalfa, Alpha-lipoic Acid, Astaxanthin, Beta-carotene and Vitamin A, Blueberry, Calcium, Chinese Ginseng (Denshichi), Chitin and Chitosan, Chlorella, Chondroitin Sulfate, Citrulline, Coenzyme Q10, Collagen, Cranberry, Curcuma (Ukon), DHA and EPA, Dietary Fiber (Food Fiber), Eleutherococcus and Siberian Ginseng (Ezoukogi), Enzyme, Ginkgo Biloba (Ichoha), Glucosamine, Green Juice (Aojiru), Green Tea Extract Processed Foods, Herbs (Aloe, Garlic, Perilla (Shiso), Echinacea, St. John's Wort, Valerian, Hercampure, Camu Camu, Cat's Claw, Kothala Himbutu), Hericium Erinaceus (Yamabushitake Mushroom), Hyaluronic Acid, Japanese Plum (Ume/Bainiku) Extract, Korean Ginseng, Lactobacillus, L-carnitine, Lecithin, Maca, Maitake Mushroom, Melatonin, Multivitamins, Nucleic Acid, Oligosaccharide, Oyster Meat Extract, Phellinus Linteus (Meshimakobu), Propolis, Protein, Prunes, Reishi Mushroom, Royal Jelly, Shiitake Mushroom Processed Foods, Soft-shell Turtle (Suppon) Extract, Soybean Isoflavone, Spirulina, Cordyceps (Tochukaso), Vitamin B Complex Group, Vitamin C, Vitamin E and Wheat Germ, Yeast Foods, Weight Loss Supplements (Gymnema Sylvestre, Garcinia Cambogia, Chitosan, Capsaicin, Citrus Aurantium, Coleus Forskohlii, Fucus (Bladderwrack), Conjugated Linoleic Acid (CLA), Dietary Fiber, Weight Loss Sweetener, Melilot, Guggul, Salacia, Creatine, Pueraria (Kwao Keur), Detoxication Alpha-lipoic Acid, etc.)