

Functional Foods / Health-oriented Foods

August 15, 2011

PRODUCTS FOR BEAUTY AND ANTI-AGING HAVE HIGH HOPES FOR THEIR FUTURE GROWTH / 30% OF THE PEOPLE ARE USING BOTH HEALTH FOODS AND MEDICAL SUPPLIES

Products for Beauty and Anti-aging Have High Hopes for Their Future Growth

According to industry newspapers, the top selling products in pharmacies are collagen, glucosamine, turmeric, and vegetable juice. In grocery stores, lactic acid bacteria, plum extract, vegetable juice, and carrots are the top sellers. Consumers who limit their spending affect the prices of products, and the ones that are doing well are in the range of 1000 to 2000 yen.



According to Yano Research Institute searching the market trend, multi vitamin for staying or becoming healthy sold 50 billion yen, vitamin C was 40 billion yen, vegetable juice was 44 billion yen, and chlorella was 20 billion yen. There are products for life style related diseases such as turmeric (30 billion yen), Asian ginseng (8.5 billion yen), Chitin and Chitosan (8.5 billion yen), and agaricus (7 billion yen). Collagen (55 billion yen) and coenzyme Q10 (10 billion yen) are the two products for beauty and anti-aging that are growing tremendously. Products targeting the middle age and higher are expanding, and we could count on future growth. Beauty, beautiful skin, and antioxidant are the keywords for the top selling products.

30% of the people are using both health foods and medical supplies

As seen in the consumer survey, products for beauty and anti-aging are popular. According to the "Survey for Health Foods" by Japan Housewives' Association in March 2011, 40% of the people were currently using health foods, 20% have tried it before, and 60% have



experienced taking healthy foods. The survey was conducted for 1,000 general consumers living in 15 prefectures from December 2010 to January 2011. 872 people answered the survey.

Asking the people who currently eat health foods (338 people) the types of healthy foods they eat, 110 people take 1 type (32.5%), 66 people take 2 types (19.5%), 27 people take 3 types (8.0%), and all together 1 to 3 types make up 60%.

Glucosamine and collagen topped as the types of health foods for ones who answered, "currently taking" or "have taken before". Asking whether health foods and medical supplies are taken at the same time, 158 people (30.9%) answered that they "take both". 75 people take "medicine that lowers the blood pressure" and 27 people take "medicine that lowers cholesterol".

Asking the 511 people who have experienced eating health foods whether they look at the package, advertisements, or instructions other than getting explained by the shop clerk, 167 people (32.7%) answered that they "look very carefully", 216 people (42.3%) answered that they "look", 58 people (11.4%) answered that they "don't look carefully", and 17 people (3.3%) answered that they "don't look". Of all, 75% look at the package, advertisement, and instructions of the products for choosing.

Many consumers hope to get the health food's information such as its effects, principles, and scientific data. Also, they have strong interest in its safety and side effects when taken with drugs. This has become clear with the survey that was run by a working group of consumer study. Also, as a way to improve health conditions, taking health foods ranked 3rd and there are high hopes for health foods.

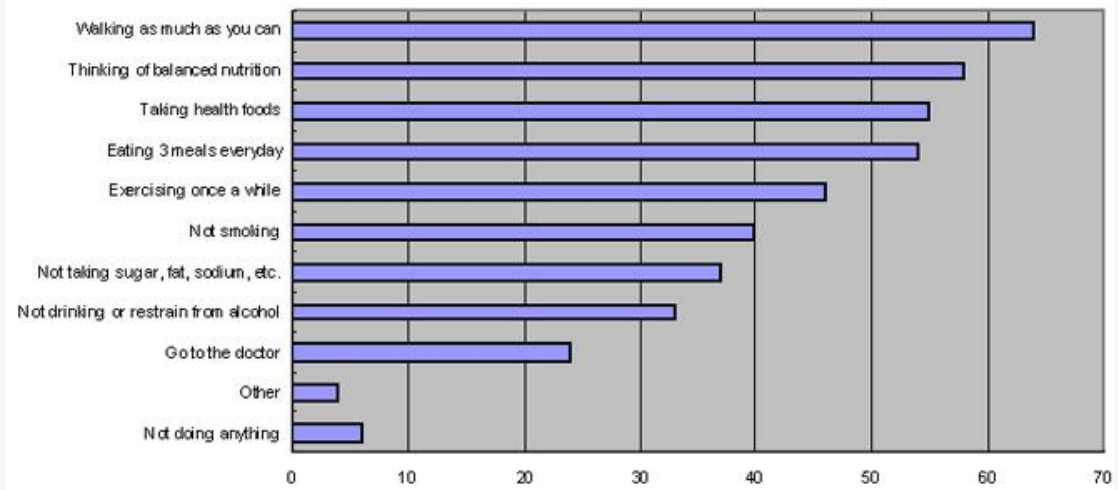
There was an online survey in November for 260 people (52 people for each category) who are 20-60 years old and eat health foods more than once a week, totaling 520 people.

Table: Symptoms that bother people on a daily basis and symptoms that want to be improved by health foods (multiple answers)

250 men			250 women		
	Unit: %			Unit: %	
	Worried	Wants to improve		Worried	Wants to improve
Declining eye sight	40	12	Stiff shoulders	49	14
Body fat	39	19	Sensitivity to cold	43	14
Back pain	39	6	Declining eye sight	42	16
Neutral fat	37	21	Body fat	39	20
Eyestrain	34	16	Stress	39	9
Easily tired	33	16	Easily tired	38	19
Stiff shoulders	33	7	Skin condition	37	22
Blood pressure	30	16	Eyestrain	37	19
Cholesterol	30	16	Teeth health	37	6
Obesity	29	11	Back pain	36	8
Teeth health	26	4	Constipation	35	20
Hay fever	24	5	Obesity	30	20
Stress	23	5	Cholesterol	29	17
Hair (losing hair)	22	5	Hair (losing hair)	29	7

Sources: Shokuhin Sangyo Shimbun

Figure: Improvements to become healthy



Sources: Shokuhin Sangyo Shimbun