

# ASIA: JAPAN

---

## **1. What is currently making news in your country when it comes to wellness or wellbeing?**

Japan is one of the fastest countries in the world that is reaching an aging society. We are currently quite well protected by government medical insurance. However, this insurance fund is in a critical situation due to the rapid rise in medical expenditure by those over 80 years of age. Japan is known for its people's long lives. However, the last 10 years are often not good, with the time spent in bed, or undergoing serious medical treatment.

The Government has started to make more expenditure for prevention and a wellness life style. This year is a kind of initial year, with the government putting serious pressure on the medical association. We've seen this as part of the TPP (trans-Pacific Partnership) negotiations.

Currently our health insurance system does not cover prevention or health check expenditures. I am expecting this will change soon, allowing both to be partially covered.

## **2. Please provide one sentence that describes what you think are important developments in your country for each of the following:**

**Spas:** Preparation for inbound tourists is booming (foreign visitors have surged over the last two years; their expenditure is almost the same as the game industry in Japan).

**Wellness Tourism:** Still under developed. However, Hoshinoya and some of the hotel resort groups are introducing Wellness Tour, which is quite popular among affordable office ladies and the affluent elderly.

**Beauty:** Stem cell and anti-aging products are popular.

**Fitness:** Currently booming is "Rizap" Japan. It says that after only two months, your body is totally changed. It is personal trainer and food coordinators collaboration to make drastically change customers' body to a good shape. TVCM is also very popular. Mass Production of Personal Trainer. <http://www.rizap.jp/>

**Nutrition:** More and more supplement is taken by Japanese consumer, especially current trend is Gut flora in terms of gut microbiota, which consists of a complex community of microorganism species that live in the digestive tracts of animals and

is the largest reservoir of microorganisms mutual to humans. Meiji Milk Products and Yakult is advantage of this area and share price was surged as a result.personal trainer's dietary control with nutrition, all under the guidance of a nationally-registered dietitian.

### **3. How would you describe the state of workplace wellness in your country?**

Company's serious problem is employees' melancholy. Government suggested the employees' monthly check by corporate whom employ. Problem now is more psychology rather than physical. (Physical examine by company is well penetrated in Japan by health insurance association system).

### **4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?**

Because of Abenomics, Japanese economy is kind of recovering now and new big project has been on the way to complete till year 2020, which Olympic games is held in Tokyo Japan.

### **5. Whose responsibility is it to create a well world?**

Wellness sector and government collaboration with prevention oriented doctors.

#### **SUBMITTED BY:**

Name: Yoriko Soma  
Title: CEO  
Company: Conceptasia Inc  
Email: [ysoma@conceptasia.net](mailto:ysoma@conceptasia.net)  
Phone Number: (+81) 3 6382 7388

