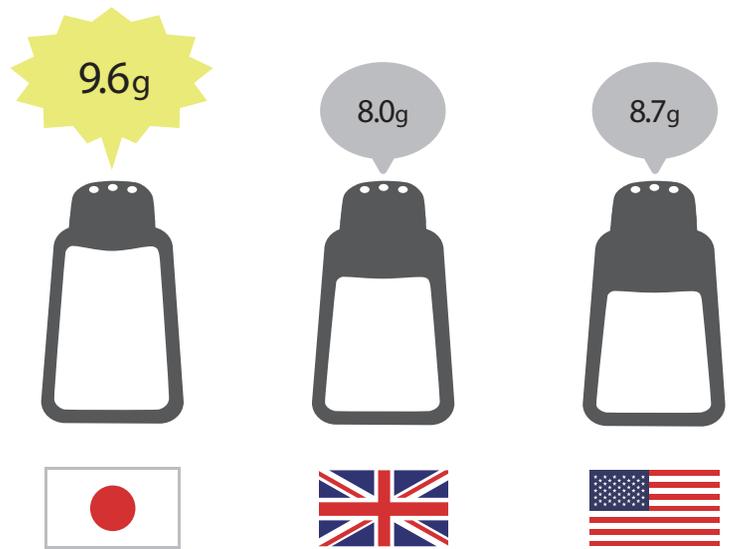


Fact about Salt intake in Japan

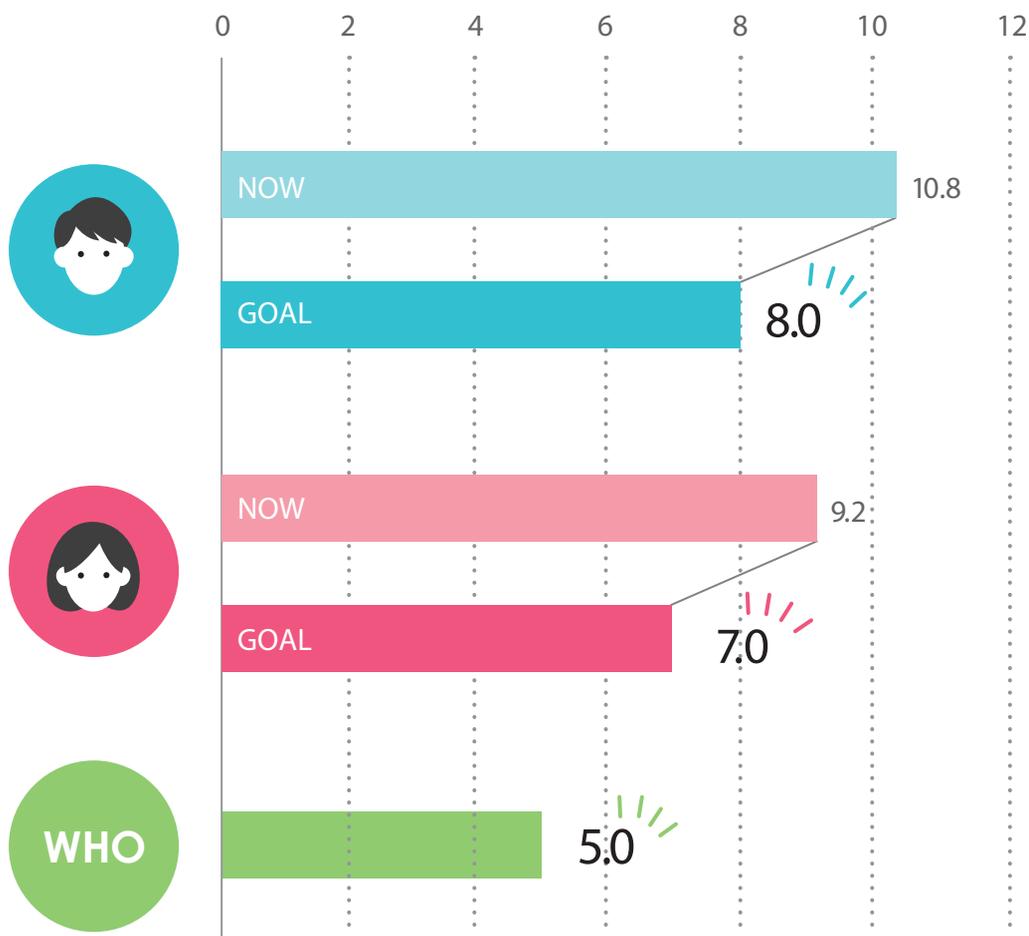
Japanese salt intake is at high level

Japanese salt intake is approximately 10g/day. This means that our dietary salt intake exceeds that of many other countries.



Data source : National Health and Nutrition Survey, 2016 (Japan). National Diet and Nutrition Survey, 2014 (UK). National Health and Nutrition Examination Survey, 2013-2014 (USA).

Target amount and current value of salt intake (g/day)

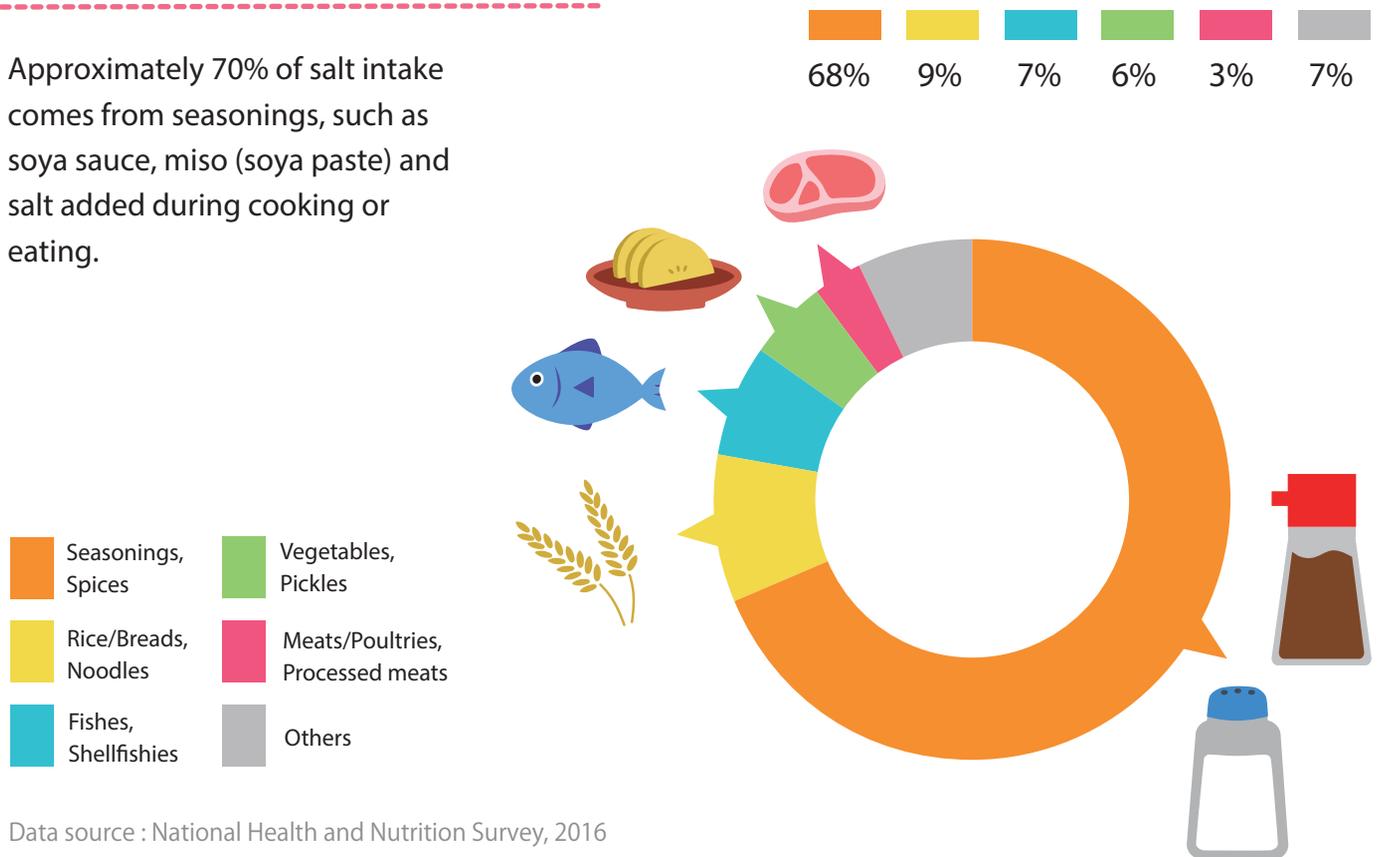


Data source : National Health and Nutrition Survey, 2016. Dietary Reference Intakes for Japanese, 2015. WHO Guideline: Sodium intake for adults and children, 2012.

Why do we consume too much salt?

Where does it come from?

Approximately 70% of salt intake comes from seasonings, such as soya sauce, miso (soya paste) and salt added during cooking or eating.



Data source : National Health and Nutrition Survey, 2016

Difference in salt source between generation



Japanese elderly people consume more seasonings than younger people. In addition, there is a generation difference in the source of dietary salt. Elderly people consume more pickles, while younger consume more processed foods such as instant Chinese noodles and Japanese curry roux.

More salt reduction in processed foods in Japan will be needed in the future.

