

Butter and Spreads in Japan

Market Direction | 2022-09-13 | 18 pages | Euromonitor

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Report description:

Butter is set to continue to decline in both retail volume and current value terms in 2022. This is mainly due to sales normalising from 2020, when butter posted the strongest double-digit growth over the review period, driven by consumers spending more time at home due to COVID-19. Demand for butter soared, especially during the early stages of the pandemic in 2020, with people spending more time cooking and baking at home due to the closure of schools and businesses. School closures especially...

Euromonitor International's Butter and Spreads in Japan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Butter and Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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SOURCES

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