

## Butter and Spreads in Japan

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

### AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Butter and Spreads in Japan

Euromonitor International

September 2022

### List Of Contents And Tables

#### BUTTER AND SPREADS IN JAPAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Butter declines due to diminishing interest in home cooking and baking

Temporary uptick in margarine and spreads ends

Megmilk Snow Brand and Meiji continue to invest in revitalising margarine and spreads

##### PROSPECTS AND OPPORTUNITIES

Butter expected to maintain a positive performance

Continued shift from margarine and spreads to butter expected

##### CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 2 Sales of Butter and Spreads by Category: Value 2017-2022

Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 4 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 6 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 7 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 9 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 10 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

#### DAIRY PRODUCTS AND ALTERNATIVES IN JAPAN

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

##### DISCLAIMER

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## SOURCES

### Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Butter and Spreads in Japan

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)