

## **Dairy Products and Alternatives in Japan**

Market Direction | 2022-09-13 | 72 pages | Euromonitor

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### **Report description:**

Dairy products and alternatives is set to see a marginal retail current value decline in 2022, as sales continue to normalise following a spike in 2020. The home seclusion trend resulted in gains for most categories in 2020, especially those used for home cooking or home baking, such as butter and cream. However, since 2021 these trends have been beginning to wane, with consumers having more opportunities to go out due to the relaxation of various restrictions, leading to declining sales of dair...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives 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.

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