

Processed Fruit and Vegetables in Japan

Market Direction | 2022-11-11 | 21 pages | Euromonitor

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Report description:

Shelf stable fruit and vegetables is expected to continue to decline in both retail volume and current value terms in Japan in 2022, despite unit price increases due to the rising costs of raw materials, shipping, etc. Before the pandemic, the category had been struggling for a number of years, as fresh and frozen fruit and vegetables gained popularity at the expense of shelf stable alternatives, due to growing demand for less processed products. In addition, with consumers' lifestyles becoming...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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Frozen processed fruit and vegetables continues to grow

Private label performs particularly well in frozen fruit

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