

Fruits in Japan

Market Direction | 2022-12-07 | 21 pages | Euromonitor

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Report description:

Fruits in Japan is set to see a slight decline in total volume sales in 2022, mainly due to increases in unit prices. Imported fruits, such as kiwi fruit and cherries, have largely been impacted by the higher cost of transportation due to soaring oil prices, higher labour costs in producing countries, and the depreciation of the Japanese yen. Meanwhile, some domestically produced fruits, such as strawberries and oranges, have been impacted by low rainfall and cold weather. Moreover, the increasi...

Euromonitor International's Fruits in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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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reliable information resources to help drive informed strategic planning.

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Fruits declines in total volume terms as a price surge hits Japan

Sustainable packaging has yet to be seen, as retailers and consumers prioritise appearance and safety

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