

Ice Cream in Japan

Market Direction | 2022-07-06 | 27 pages | Euromonitor

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Report description:

Ice cream is set to see a slight decrease in retail volume terms in 2022, with a slight increase in current value terms. This is mainly due to price increases for ice cream. Major companies such as Lotte and Morinaga Milk Industry have announced price increases of 5-9% and 5-12%, respectively, for some of their retail ice cream products as the costs of raw materials and transportation have significantly increased. Most price increases are set to come into effect in June 2022 or in the latter hal...

Euromonitor International's Ice Cream 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 Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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Table of Contents:

Ice Cream in Japan
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List Of Contents And Tables

ICE CREAM IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ice cream declines in volume terms due to consumers' limited spending capacity

Lotte strengthens its existing brands through active collaborations and innovation

Ezaki Glico continues pushing health-oriented concepts

PROSPECTS AND OPPORTUNITIES

Flavour innovation set to slow, but will remain a key focus to attract consumers

Active collaboration with popular manga, anime, celebrities, characters, and other brands to continue

Increased environmental awareness and new regulation drive players to shift to sustainable packaging

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022

Table 2 Sales of Ice Cream by Category: Value 2017-2022

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 6 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 7 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 8 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 10 LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 11 NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 12 LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 13 Distribution of Ice Cream by Format: % Value 2017-2022

Table 14 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 15 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 16 Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 17 Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN JAPAN

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2017-2022

Table 19 Sales of Snacks by Category: Value 2017-2022

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Table 20 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 21 Sales of Snacks by Category: % Value Growth 2017-2022

Table 22 NBO Company Shares of Snacks: % Value 2018-2022

Table 23 LBN Brand Shares of Snacks: % Value 2019-2022

Table 24 Penetration of Private Label by Category: % Value 2017-2022

Table 25 Distribution of Snacks by Format: % Value 2017-2022

Table 26 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 27 ~~□~~Forecast Sales of Snacks by Category: Value 2022-2027

Table 28 ~~□~~Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 29 ~~□~~Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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