

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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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

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