

Street Stalls/Kiosks in Japan

Market Direction | 2023-02-14 | 23 pages | Euromonitor

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Report description:

Street stalls/kiosks continued to see increasing value sales in 2022, thanks to the rising popularity of food trucks in Japan. During the pre-pandemic period, food trucks had the image of operating near business districts, targeting employees looking for lunch, or at temporary events such as concerts and festivals. However, thanks to their mobility, food trucks were able to adapt quickly to changes in consumer behaviour during the pandemic. In 2020 and 2021, as many major cities in Japan were fo...

Euromonitor International's Street Stalls/Kiosks in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Chained Street Stalls/Kiosks, Independent Street Stalls/Kiosks.

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

Why buy this report?

- * Get a detailed picture of the Street Stalls/Kiosks 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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