

Ice Cream in Japan

Market Direction | 2023-06-22 | 27 pages | Euromonitor

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Report description:

Ice cream is set to see a solid increase in retail current value terms in 2023, driven mainly by price increases. Although manufacturers implemented price increases on their ice cream products in mid-2022, price rises have again become inevitable in 2023, as the costs of raw materials and energy continue to increase. Major companies in ice cream, such as Lotte, Ezaki Glico, Morinaga Milk Industry, Haagen-Dazs Japan, and Morinaga & Co, announced price increases in 2023, with many implementing the...

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 2018-2022, 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 2027, 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Ice Cream in Japan
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List Of Contents And Tables

ICE CREAM IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases and lifting of restrictions negatively impact ice cream retail volume sales

Lotte remains the leading player in ice cream, and frequently launches innovative or collaborative products

Retro-themed products gain momentum as they bring consumers back to the "good old days"

PROSPECTS AND OPPORTUNITIES

Cross-brand collaborations will be one strategy used to drive sales of ice cream

More value-added products expected to be seen in the market

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2018-2023

Table 2 Sales of Ice Cream by Category: Value 2018-2023

Table 3 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 4 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 6 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 7 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 8 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 13 □Distribution of Ice Cream by Format: % Value 2018-2023

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 15 □Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SNACKS IN JAPAN

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2018-2023

Table 19 Sales of Snacks by Category: Value 2018-2023

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Table 20 Sales of Snacks by Category: % Volume Growth 2018-2023
Table 21 Sales of Snacks by Category: % Value Growth 2018-2023
Table 22 NBO Company Shares of Snacks: % Value 2019-2023
Table 23 LBN Brand Shares of Snacks: % Value 2020-2023
Table 24 Penetration of Private Label by Category: % Value 2018-2023
Table 25 Distribution of Snacks by Format: % Value 2018-2023
Table 26 Forecast Sales of Snacks by Category: Volume 2023-2028
Table 27 □Forecast Sales of Snacks by Category: Value 2023-2028
Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

APPENDIX

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SOURCES

Summary 1 Research Sources

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