

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.

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Euromonitor International
August 2023

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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"

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

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