

Baby Food in Japan

Market Direction | 2023-09-25 | 23 pages | Euromonitor

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Report description:

Milk formula is set to see a decline in retail volume terms in Japan in 2023, due to the continuous decline in the number of new born babies. Although the birth rate in Japan has been continuously declining for decades, the pandemic accelerated the drop, as many women decided not to get pregnant for both fear of infection and of economic uncertainty. This resulted in the number of new born babies in 2022 reaching its lowest level since the start of statistical records in 1899, which is set to ha...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Baby Food in Japan
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List Of Contents And Tables

BABY FOOD IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rate continues to negatively affect milk formula

Parents look for convenience in baby food

Asahi and Meiji maintain the top positions in baby food, thanks to strong brand loyalty

PROSPECTS AND OPPORTUNITIES

Liquid milk formula continues to hold potential

Increasing demand expected due to changing perceptions of baby food

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2018-2023

Table 2 Sales of Baby Food by Category: Value 2018-2023

Table 3 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 4 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Baby Food: % Value 2019-2023

Table 6 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 7 Distribution of Baby Food by Format: % Value 2018-2023

Table 8 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 9 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 10 □Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN JAPAN

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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