

## **Drinking Milk Products in Japan**

Market Direction | 2023-09-25 | 22 pages | Euromonitor

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### **Report description:**

In 2023, drinking milk products in Japan, which includes flavoured milk drinks, milk, and powder milk, is set to remain at almost the same level of sales as the previous year in current value terms. However, retail volumes are set to suffer a notable decline in 2023, as consumers are becoming more selective about and conscious of the purchases they make in response to rising living costs. Not only is the cost of packaged food increasing, but also the costs of other necessities, putting pressure...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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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Price increases negatively impact the retail volume consumption of milk

Flavoured milk drinks continues to face competition from other beverages

High quality, and sustainability initiatives help Meiji maintain its lead in drinking milk products

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Slow volume decline expected to continue for drinking milk products due to price rises

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