

## **Eggs in Japan**

Market Direction | 2023-12-18 | 17 pages | Euromonitor

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### **Report description:**

Total volume sales of eggs in Japan have been declining in 2023, heavily impacted by serious egg shortages caused by an avian influenza outbreak in the first half of the year. Since the start of the avian influenza season in October 2022, more than 80 farms in 26 prefectures have been affected and over 17 million chickens have been culled, which is the highest number historically recorded in Japan. This has caused serious egg shortages, leading to lack of stock in retailers, while many foodservi...

Euromonitor International's Eggs in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2018-2022, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the Eggs 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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