

Fruits in Japan

Market Direction | 2023-12-18 | 21 pages | Euromonitor

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Report description:

Total volume sales of fruits in Japan continue to rebound in 2023, mainly driven by foodservice's performance following the channel's strong declines during the pandemic. Foodservice volume sales of fruits had suffered throughout 2020 and 2021, when Japan introduced quasi-states of emergency and states of emergency. However, in March 2022, the Japanese government lifted the quasi-state of emergency in all cities in Japan, resulting in double-digit volume growth through foodservice. In 2023, the...

Euromonitor International's Fruits 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.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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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reliable information resources to help drive informed strategic planning.

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Shine Muscat gains traction, driven by lower unit prices

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