

Pulses in Japan

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

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Report description:

Total volume sales of pulses in Japan continue to grow in 2023, albeit slowly, mainly driven by the further rebound of foodservice. Throughout 2020 and 2021, foodservice volume sales of pulses in Japan suffered, as several cities, such as Tokyo, Osaka and Aichi, operated under either a quasi-state of emergency or state of emergency several times throughout the year. During the restriction periods, the government requested foodservice establishments shorten their operating hours and limit the ser...

Euromonitor International's Pulses 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: Beans, Other Pulses, Peas.

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

Why buy this report?

- * Get a detailed picture of the Pulses 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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Euromonitor International
December 2023

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Marginal increase in total volume sales, driven by rebound of foodservice

Beans remains largest category, while peas and other pulses remain niche in retail

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