

## **Supermarkets in Japan**

Market Direction | 2024-02-13 | 36 pages | Euromonitor

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### **Report description:**

In 2023, price rises were seen across various industries in Japan, impacting the cost of living. During COVID-19, consumers' eating habits shifted more towards cooking and eating at home. Despite the country gradually returning to the pre-COVID-19 state, consumers' habit of prioritising home consumption continued in 2023, but this was mainly due to the increased cost of living. Consumers understand that it is better (and cheaper) to cook at home than eating out, which was confirmed by price rise...

Euromonitor International's Supermarkets in Japan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- \* Get a detailed picture of the Supermarkets 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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Net super set to expand further as consumers appreciate its convenience

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##### MARKET DATA

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