

Cheese in Japan

Market Direction | 2024-08-01 | 19 pages | Euromonitor

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Report description:

During 2023, cheese experienced its highest ever annual increase in the average unit price, with a double-digit growth rate. This was due to a surge in the cost of imported raw materials for cheese. Major manufacturers had to revise cheese prices owing not only to the rising costs of raw materials, but also due to increased expenses related to energy and labour, compounded by the weakening yen from the latter half of 2022. For example, Megmilk Snow Brand Co Ltd, a leading player in cheese, imple...

Euromonitor International's Cheese 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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CHEESE IN JAPAN

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Wide product range allows Megmilk Snow Brand to maintain its lead in cheese

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