

Baby Food in Japan

Market Direction | 2024-08-01 | 21 pages | Euromonitor

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Report description:

In 2024, milk formula is expected to grow in Japan in retail current value terms, due to price rises seen in 2023, which have continued in 2024, caused by the rising costs of dairy raw materials, packaging, and energy. For example, Meiji Co Ltd and Morinaga Milk increased their prices in late 2022 and 2023 respectively. The category leader Meiji raised the manufacturer shipping price by 7-8% in November, followed by an increase of around 8% in May 2023. Price changes are set to continue to impac...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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.

Table of Contents:

Baby Food in Japan
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List Of Contents And Tables

BABY FOOD IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises and increased activity outside the home benefit value sales of milk formula

Demand for baby food remains strong due to convenience and nutritional value

Significant expansion of liquid milk formula thanks to Meiji's new product

PROSPECTS AND OPPORTUNITIES

Declining birth rate set to negatively affect milk formula

Changing perception of baby-raising will benefit some categories

Liquid standard milk formula set to continue expanding

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2019-2024

Table 2 Sales of Baby Food by Category: Value 2019-2024

Table 3 Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 4 Sales of Baby Food by Category: % Value Growth 2019-2024

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 6 NBO Company Shares of Baby Food: % Value 2020-2024

Table 7 LBN Brand Shares of Baby Food: % Value 2021-2024

Table 8 Distribution of Baby Food by Format: % Value 2019-2024

Table 9 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 10 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN JAPAN

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 Penetration of Private Label by Category: % Value 2019-2024

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Baby Food in Japan

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