

Dairy Products and Alternatives in Japan

Market Direction | 2024-08-01 | 72 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

In 2024, dairy products and alternatives in Japan is expected to see moderate growth in current value terms, due to increases in unit prices resulting from price revisions in 2023. Dairy products and alternatives experienced significant value growth in 2023 due to multiple price revisions which led to higher unit prices. The increase in prices was notable at around 10%, although some categories saw unit price increases of about 20%.

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dairy Products and Alternatives in Japan
Euromonitor International
August 2024

List Of Contents And Tables

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 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 5 Penetration of Private Label by Category: % Value 2019-2024
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

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 77 Sales of Baby Food by Category: Volume 2019-2024
Table 78 Sales of Baby Food by Category: Value 2019-2024
Table 79 Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 80 Sales of Baby Food by Category: % Value Growth 2019-2024
Table 81 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 82 NBO Company Shares of Baby Food: % Value 2020-2024
Table 83 LBN Brand Shares of Baby Food: % Value 2021-2024
Table 84 Distribution of Baby Food by Format: % Value 2019-2024
Table 85 Forecast Sales of Baby Food by Category: Volume 2024-2029
Table 86 □Forecast Sales of Baby Food by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 87 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 88 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

BUTTER AND SPREADS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases impact the volume performance of butter in 2024

J-Oil Mills Inc discontinues its long-selling brand Rama

Megmilk Snow Brand and Meiji continue to lead butter and spreads

PROSPECTS AND OPPORTUNITIES

The shift from margarine to butter is set to resume in multiple channels

Due to labour shortages, there is potential in products that contribute to alleviating problems in the foodservice industry

CATEGORY DATA

Table 9 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 10 Sales of Butter and Spreads by Category: Value 2019-2024

Table 11 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 12 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 13 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 14 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 15 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 16 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 17 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 18 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 19 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

CHEESE IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases negatively impact the volume performance of cheese

Cooking cheese maintains momentum, while snacking cheese sees a fall in demand

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

PROSPECTS AND OPPORTUNITIES

The recovery of snacking cheese will be key for future sales of cheese

Dessert cheese set to attract attention due to appeal to younger generations and increasing consumer health consciousness

CATEGORY DATA

Table 20 Sales of Cheese by Category: Volume 2019-2024

Table 21 Sales of Cheese by Category: Value 2019-2024

Table 22 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 23 Sales of Cheese by Category: % Value Growth 2019-2024

Table 24 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 25 Sales of Soft Cheese by Type: % Value 2019-2024

Table 26 Sales of Hard Cheese by Type: % Value 2019-2024

Table 27 NBO Company Shares of Cheese: % Value 2020-2024

Table 28 LBN Brand Shares of Cheese: % Value 2021-2024

Table 29 □Distribution of Cheese by Format: % Value 2019-2024

Table 30 □Forecast Sales of Cheese by Category: Volume 2024-2029

Table 31 □Forecast Sales of Cheese by Category: Value 2024-2029

Table 32 □Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 33 □Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DRINKING MILK PRODUCTS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued impact of inflationary pressure drives down retail volume sales

Polarisation continues

J-milk stimulates demand amongst inbound tourists

PROSPECTS AND OPPORTUNITIES

Government and manufacturers continue to work together to stimulate demand

Synergistic collaborations for brand visibility and sales in Japan

CATEGORY DATA

Table 34 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 35 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 36 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 37 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 39 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 40 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 41 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 42 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 43 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 44 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

YOGHURT AND SOUR MILK PRODUCTS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Greek-style yoghurt continues to perform well despite inflationary pressure

Continued focus on sleep and stress control benefits

Yakult and Meiji lead yoghurt and sour milk products as they respond to consumer demand for health

PROSPECTS AND OPPORTUNITIES

Products that address various health issues expected in the future

Continuing polarisation between thrift and premium preferences

Plant-based yoghurts launched by major dairy players

CATEGORY DATA

Table 45 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 46 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 47 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 48 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 49 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 50 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 52 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 54 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 55 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 56 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

OTHER DAIRY IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continued impact of inflationary pressure

Fromage frais and quark fits with the health trend

Morinaga leads other dairy due to wide product range and resilience

PROSPECTS AND OPPORTUNITIES

Other dairy set to see solid growth, driven by the popularity of chilled dairy desserts

Continuous competition for mass brands from convenience store private label lines

Potential of products to increase efficiency for business use in light of labour shortages

CATEGORY DATA

Table 57 Sales of Other Dairy by Category: Volume 2019-2024

Table 58 Sales of Other Dairy by Category: Value 2019-2024

Table 59 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 60 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 61 Sales of Cream by Type: % Value 2019-2024

Table 62 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 63 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 64 Distribution of Other Dairy by Format: % Value 2019-2024

Table 65 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 66 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 67 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

PLANT-BASED DAIRY IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressure negatively impacts plant-based dairy, in particular soy drinks

Products containing no sugar continue to perform well

Major dairy players join plant-based dairy

PROSPECTS AND OPPORTUNITIES

Maturity of soy drinks will continue to impact the growth of plant-based dairy

Other plant-based milk and plant-based yoghurt have potential for further growth, driven by expected promotion by dairy players

Foodservice channel as a consumer touchpoint, and capturing inbound demand

CATEGORY DATA

Table 69 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 70 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 71 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 72 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 73 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 74 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 75 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 76 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Japan

Market Direction | 2024-08-01 | 72 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com