

## **Meals and Soups in Japan**

Market Direction | 2024-11-26 | 21 pages | Euromonitor

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### **Report description:**

In 2024, meals and soups in Japan is expected to continue the trend from 2023 and see a retail volume decline. Following positive growth since the onset of the pandemic, retail current value sales are also set to turn to decline in 2024. This downturn is particularly evident in frozen pizza, in which sales have significantly dropped due to increases in unit prices. However, also due to increases in prices, growth is anticipated in retail current value terms despite the strong volume decline.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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**Table of Contents:**

Meals and Soups in Japan  
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List Of Contents And Tables

**MEALS AND SOUPS IN JAPAN**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Rapid price increases drive retail volume decline  
Gyoza remains an active area for innovation  
Intensifying competition in frozen ready meals delivery

**PROSPECTS AND OPPORTUNITIES**

Manufacturers and retailers continue to invest in frozen ready meals  
Chilled ready meals faces volume decline due to the shrinking population  
Growth in meal kits slows - exploring new channels and targets will be important

**CATEGORY DATA**

- Table 1 Sales of Meals and Soups by Category: Volume 2019-2024
- Table 2 Sales of Meals and Soups by Category: Value 2019-2024
- Table 3 Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 4 Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024
- Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024
- Table 7 Sales of Soup by Leading Flavours: Rankings 2019-2024
- Table 8 NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 9 LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 10 □Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 11 □Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 12 □Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 13 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 14 □Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

**COOKING INGREDIENTS AND MEALS IN JAPAN**

**EXECUTIVE SUMMARY**

Cooking ingredients and meals in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

**MARKET DATA**

- Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 21 Penetration of Private Label by Category: % Value 2019-2024

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Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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