

Processed Fruit and Vegetables in Japan

Market Direction | 2024-11-28 | 21 pages | Euromonitor

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Report description:

In 2024, retail volume sales of processed fruit and vegetables are expected to continue to decline, while the category is set to maintain dynamic positive retail current value growth, due to price increases. However, frozen processed fruit and vegetables is projected to perform well in both retail volume and current value terms. This is mainly due to the increasing demand for time-saving and convenience amongst busy consumers, as such products are often pre-cut, and only require simple heating p...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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Euromonitor International
November 2024

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KEY DATA FINDINGS

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Processed fruit and vegetables declines in volume terms, while maintaining positive retail current value growth

Plastic pouches and cartons are gaining shelf space

Private label holds the largest share in frozen fruit, but other companies also rapidly enter the category

PROSPECTS AND OPPORTUNITIES

Processed fruit and vegetables expected to grow, driven by frozen processed fruit and vegetables

Shelf stable fruit and vegetables will struggle, but rolling stockpiling will mitigate the decline

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