

## **Processed Meat, Seafood and Alternatives To Meat in Japan**

Market Direction | 2024-11-28 | 24 pages | Euromonitor

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### **Report description:**

In 2024, retail current value sales of processed meat, seafood, and alternatives to meat in Japan are set to remain almost steady compared with 2023, due to the impact of price increases. Retail volume sales, on the other hand, are expected to continue to decline, marking negative growth for the third consecutive year. This is due to persistent inflation and subsequent price increases since 2022, causing a noticeable shift towards processed meat.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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 Meat, Seafood and Alternatives to Meat 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

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Processed Meat, Seafood and Alternatives To Meat in Japan  
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List Of Contents And Tables

**PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN JAPAN**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Processed meat, seafood and alternatives to meat declines in retail volume terms while maintaining positive retail value growth

Sustainable sourcing of seafood

Generics dominates a highly fragmented category

**PROSPECTS AND OPPORTUNITIES**

Retail volume and value sales set to struggle due to the poor performance of chilled processed seafood

Frozen processed meat set to see growth, driven by convenience and added-value products

Product innovation with a focus on health likely to continue to be seen

**CATEGORY DATA**

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024

Table 10 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024

Table 11 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024

Table 12 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024

Table 13 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029

Table 14 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

**STAPLE FOODS IN JAPAN**

**EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for staple foods?

**MARKET DATA**

Table 15 Sales of Staple Foods by Category: Volume 2019-2024

Table 16 Sales of Staple Foods by Category: Value 2019-2024

Table 17 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 18 Sales of Staple Foods by Category: % Value Growth 2019-2024

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Table 19 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 20 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 21 Penetration of Private Label by Category: % Value 2019-2024

Table 22 Distribution of Staple Foods by Format: % Value 2019-2024

Table 23 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 24 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 25 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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