

Rice, Pasta and Noodles in Japan

Market Direction | 2024-11-28 | 27 pages | Euromonitor

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Report description:

In 2024, despite the expectation of retail current value growth for rice, pasta and noodles in Japan, due to price rises, retail volume sales are set to decline, continuing the trend from 2023. In terms of individual categories, rice, which is the largest category, is set to decline in retail volume terms, but experience double-digit growth in retail current value terms, due to the soaring price of rice. In 2024, Japan has faced the worst rice shortage in decades, due to the extreme heat and inc...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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Rice, pasta and noodles declines in retail volume terms, while price rises drive positive retail current value growth

With the demand for convenience remaining high, manufacturers focus on convenient, authentic, and sustainable products

JA Group and Nissin Food Products continue to lead

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Performance of rice will shape the future of rice, pasta and noodles

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