

## **Fish and Seafood in Japan**

Market Direction | 2024-12-19 | 18 pages | Euromonitor

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### **Report description:**

In 2024, total volume sales of fish and seafood in Japan are expected to experience only marginal growth. This can largely be attributed to a decline in retail volume sales, as consumers increasingly favour convenient packaged options over fresh seafood, which is often perceived as costly and time-consuming to prepare. Although the older population still values traditional cuisine that features fish, which is recognised for its rich omega-3 content, the overall trend leans towards convenience. F...

Euromonitor International's Fish and Seafood in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Crustaceans, Fish, Molluscs and Cephalopods.

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

Why buy this report?

- \* Get a detailed picture of the Fish and Seafood 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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