

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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Table of Contents:

Fish and Seafood in Japan
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List Of Contents And Tables

FISH AND SEAFOOD IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slight decline in retail volume sales, while foodservice maintains its recovery trend

Expansion of distribution through online channels continues

PROSPECTS AND OPPORTUNITIES

Total volume sales expected to remain below the pre-pandemic level in the forecast period

Logistics and transportation disrupted by ongoing labour shortages

Summary 1 Major Processors of Fish and Seafood 2024

CATEGORY DATA

Table 1 Total Sales of Fish and Seafood by Category: Total Volume 2019-2024

Table 2 Total Sales of Fish and Seafood by Category: % Total Volume Growth 2019-2024

Table 3 Retail Sales of Fish and Seafood by Category: Volume 2019-2024

Table 4 Retail Sales of Fish and Seafood by Category: % Volume Growth 2019-2024

Table 5 Retail Sales of Fish and Seafood by Category: Value 2019-2024

Table 6 Retail Sales of Fish and Seafood by Category: % Value Growth 2019-2024

Table 7 Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2019-2024

Table 8 Forecast Total Sales of Fish and Seafood by Category: Total Volume 2024-2029

Table 9 Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Fish and Seafood by Category: Volume 2024-2029

Table 11 □Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2024-2029

Table 12 □Forecast Retail Sales of Fish and Seafood by Category: Value 2024-2029

Table 13 □Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2024-2029

FRESH FOOD IN JAPAN

EXECUTIVE SUMMARY

Fresh food in 2024: The big picture

2024 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2019-2024

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024

Table 16 Retail Sales of Fresh Food by Category: Volume 2019-2024

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024

Table 18 Retail Sales of Fresh Food by Category: Value 2019-2024

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2019-2024

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029

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Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2024-2029

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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