

Fresh Food in Japan

Market Direction | 2024-12-19 | 75 pages | Euromonitor

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Report description:

Fresh food in Japan is set for a challenging year in 2024, with total volume sales expected to remain flat to marginally declining. While foodservice volume sales are expected to continue their gradual recovery, retail volume sales are set to continue to decline, as consumers are becoming increasingly frugal amidst rising living costs. The shift towards convenience, particularly with the use of packaged food, reflects a significant change in consumer behaviour driven by economic pressures.

Euromonitor International's Fresh Food 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: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, 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 Fresh Food 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:

Fresh Food in Japan
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List Of Contents And Tables

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 1 Total Sales of Fresh Food by Category: Total Volume 2019-2024
- Table 2 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024
- Table 3 Retail Sales of Fresh Food by Category: Volume 2019-2024
- Table 4 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024
- Table 5 Retail Sales of Fresh Food by Category: Value 2019-2024
- Table 6 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024
- Table 7 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024
- Table 8 Retail Distribution of Fresh Food by Format: % Volume 2019-2024
- Table 9 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029
- Table 10 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029
- Table 11 □Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029
- Table 12 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029
- Table 13 □Forecast Retail Sales of Fresh Food by Category: Value 2024-2029
- Table 14 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

MEAT IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume sales of meat see a marginal increase in 2024 thanks to continued foodservice recovery and stable demand in retail
Health and wellness trend benefits healthy meats

PROSPECTS AND OPPORTUNITIES

High protein diets set to drive total volume growth of meat in Japan
Potential demand for more convenient packaging

Summary 2 Major Processors of Meat 2024

CATEGORY DATA

- Table 15 Total Sales of Meat by Category: Total Volume 2019-2024
- Table 16 Total Sales of Meat by Category: % Total Volume Growth 2019-2024
- Table 17 Retail Sales of Meat by Category: Volume 2019-2024
- Table 18 Retail Sales of Meat by Category: % Volume Growth 2019-2024
- Table 19 Retail Sales of Meat by Category: Value 2019-2024
- Table 20 Retail Sales of Meat by Category: % Value Growth 2019-2024

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Table 21 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2019-2024

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

Table 23 Forecast Sales of Meat by Category: % Total Volume Growth 2024-2029

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

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

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

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

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 3 Major Processors of Fish and Seafood 2024

CATEGORY DATA

Table 28 Total Sales of Fish and Seafood by Category: Total Volume 2019-2024

Table 29 Total Sales of Fish and Seafood by Category: % Total Volume Growth 2019-2024

Table 30 Retail Sales of Fish and Seafood by Category: Volume 2019-2024

Table 31 Retail Sales of Fish and Seafood by Category: % Volume Growth 2019-2024

Table 32 Retail Sales of Fish and Seafood by Category: Value 2019-2024

Table 33 Retail Sales of Fish and Seafood by Category: % Value Growth 2019-2024

Table 34 Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2019-2024

Table 35 Forecast Total Sales of Fish and Seafood by Category: Total Volume 2024-2029

Table 36 Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2024-2029

Table 37 □Forecast Retail Sales of Fish and Seafood by Category: Volume 2024-2029

Table 38 □Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2024-2029

Table 39 □Forecast Retail Sales of Fish and Seafood by Category: Value 2024-2029

Table 40 □Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2024-2029

PULSES IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Foodservice demand drives marginal volume growth for pulses, while retail volume sales remain limited

Unit price increases are low, as the majority of pulses are domestic products

PROSPECTS AND OPPORTUNITIES

Total volume sales of pulses unlikely to recover fully due to slow recovery of foodservice and shift toward packaged processed products

Beans will remain the leading category in pulses

Summary 4 Major Processors of Pulses 2024

CATEGORY DATA

Table 41 Total Sales of Pulses by Category: Total Volume 2019-2024

Table 42 Total Sales of Pulses by Category: % Total Volume Growth 2019-2024

Table 43 Retail Sales of Pulses by Category: Volume 2019-2024

Table 44 Retail Sales of Pulses by Category: % Volume Growth 2019-2024

Table 45 Retail Sales of Pulses by Category: Value 2019-2024

Table 46 Retail Sales of Pulses by Category: % Value Growth 2019-2024

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Table 47 Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2019-2024

Table 48 Forecast Total Sales of Pulses by Category: Total Volume 2024-2029

Table 49 Forecast Total Sales of Pulses by Category: % Total Volume Growth 2024-2029

Table 50 □Forecast Retail Sales of Pulses by Category: Volume 2024-2029

Table 51 □Forecast Retail Sales of Pulses by Category: % Volume Growth 2024-2029

Table 52 □Forecast Retail Sales of Pulses by Category: Value 2024-2029

Table 53 □Forecast Retail Sales of Pulses by Category: % Value Growth 2024-2029

VEGETABLES IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume sales decline as consumers are more conscious of their spending

Vegetables with health claims emerge as producers try to attract health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Shift toward packaged food and continuous decline in the population will hinder the volume growth of vegetables

Increased opportunity for imports as the population of farmers ages

Summary 5 Major Processors of Vegetables 2024

CATEGORY DATA

Table 54 Total Sales of Vegetables by Category: Total Volume 2019-2024

Table 55 Total Sales of Vegetables by Category: % Total Volume Growth 2019-2024

Table 56 Retail Sales of Vegetables by Category: Volume 2019-2024

Table 57 Retail Sales of Vegetables by Category: % Volume Growth 2019-2024

Table 58 Retail Sales of Vegetables by Category: Value 2019-2024

Table 59 Retail Sales of Vegetables by Category: % Value Growth 2019-2024

Table 60 Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2019-2024

Table 61 Forecast Total Sales of Vegetables by Category: Total Volume 2024-2029

Table 62 Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2024-2029

Table 63 □Forecast Retail Sales of Vegetables by Category: Volume 2024-2029

Table 64 □Forecast Retail Sales of Vegetables by Category: % Volume Growth 2024-2029

Table 65 □Forecast Retail Sales of Vegetables by Category: Value 2024-2029

Table 66 □Forecast Retail Sales of Vegetables by Category: % Value Growth 2024-2029

STARCHY ROOTS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume sales of starchy roots continue to increase in Japan, thanks to affordable prices

Smaller portions gain traction as demographics shift towards smaller households

PROSPECTS AND OPPORTUNITIES

Slow recovery of foodservice, shift toward packaged food, and declining population will limit growth in total volume sales

Low carb diet may be a threat to starchy roots

Summary 6 Major Processors of Starchy Roots 2024

CATEGORY DATA

Table 67 Total Sales of Starchy Roots by Category: Total Volume 2019-2024

Table 68 Total Sales of Starchy Roots by Category: % Total Volume Growth 2019-2024

Table 69 Retail Sales of Starchy Roots by Category: Volume 2019-2024

Table 70 Retail Sales of Starchy Roots by Category: % Volume Growth 2019-2024

Table 71 Retail Sales of Starchy Roots by Category: Value 2019-2024

Table 72 Retail Sales of Starchy Roots by Category: % Value Growth 2019-2024

Table 73 Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2019-2024

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Table 74 Forecast Total Sales of Starchy Roots by Category: Total Volume 2024-2029

Table 75 Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2024-2029

Table 76 □Forecast Retail Sales of Starchy Roots by Category: Volume 2024-2029

Table 77 □Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2024-2029

Table 78 □Forecast Retail Sales of Starchy Roots by Category: Value 2024-2029

Table 79 □Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2024-2029

FRUITS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume sales of fruits decline in 2024, driven by increases in unit prices

Acai bowls gain traction amongst the younger generation

PROSPECTS AND OPPORTUNITIES

Convenient options such as fresh cut fruits, dried fruits, and frozen fruits will hinder the growth of fruits in the forecast period

Increased opportunity for imports as the farming population ages

Summary 7 Major Processors of Fruits 2024

CATEGORY DATA

Table 80 Total Sales of Fruits by Category: Total Volume 2019-2024

Table 81 Total Sales of Fruits by Category: % Total Volume Growth 2019-2024

Table 82 Retail Sales of Fruits by Category: Volume 2019-2024

Table 83 Retail Sales of Fruits by Category: % Volume Growth 2019-2024

Table 84 Retail Sales of Fruits by Category: Value 2019-2024

Table 85 Retail Sales of Fruits by Category: % Value Growth 2019-2024

Table 86 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2019-2024

Table 87 Forecast Total Sales of Fruits by Category: Total Volume 2024-2029

Table 88 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2024-2029

Table 89 □Forecast Retail Sales of Fruits by Category: Volume 2024-2029

Table 90 □Forecast Retail Sales of Fruits by Category: % Volume Growth 2024-2029

Table 91 □Forecast Retail Sales of Fruits by Category: Value 2024-2029

Table 92 □Forecast Retail Sales of Fruits by Category: % Value Growth 2024-2029

NUTS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rebound in foodservice volumes drives low increase in total volume sales of nuts in Japan

Acai bowls gain traction amongst younger generations

PROSPECTS AND OPPORTUNITIES

Slow recovery of foodservice and declining population will limit recovery of total volume sales

Rising health consciousness likely to be promising for nuts in Japan

Summary 8 Major Processors of Nuts 2024

CATEGORY DATA

Table 93 Total Sales of Nuts by Category: Total Volume 2019-2024

Table 94 Total Sales of Nuts by Category: % Total Volume Growth 2019-2024

Table 95 Retail Sales of Nuts by Category: Volume 2019-2024

Table 96 Retail Sales of Nuts by Category: % Volume Growth 2019-2024

Table 97 Retail Sales of Nuts by Category: Value 2019-2024

Table 98 Retail Sales of Nuts by Category: % Value Growth 2019-2024

Table 99 Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2019-2024

Table 100 Forecast Total Sales of Nuts by Category: Total Volume 2024-2029

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Table 101 Forecast Total Sales of Nuts by Category: % Total Volume Growth 2024-2029

Table 102 □Forecast Retail Sales of Nuts by Category: Volume 2024-2029

Table 103 □Forecast Retail Sales of Nuts by Category: % Volume Growth 2024-2029

Table 104 □Forecast Retail Sales of Nuts by Category: Value 2024-2029

Table 105 □Forecast Retail Sales of Nuts by Category: % Value Growth 2024-2029

EGGS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Eggs set to recover from the previous impact of shortages

Increasing demand for value-added eggs as the price gap between regular and value-added eggs narrows

PROSPECTS AND OPPORTUNITIES

Total volumes set to remain lower than pre-pandemic as foodservice sales struggle to fully recover in the forecast period

Demand for free-range eggs expected to remain limited

Summary 9 Major Processors of Eggs 2024

CATEGORY DATA

Table 106 Total Sales of Eggs: Total Volume 2019-2024

Table 107 Total Sales of Eggs: % Total Volume Growth 2019-2024

Table 108 Retail Sales of Eggs: Volume 2019-2024

Table 109 Retail Sales of Eggs: % Volume Growth 2019-2024

Table 110 Retail Sales of Eggs: Value 2019-2024

Table 111 Retail Sales of Eggs: % Value Growth 2019-2024

Table 112 Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2019-2024

Table 113 Forecast Total Sales of Eggs: Total Volume 2024-2029

Table 114 Forecast Total Sales of Eggs: % Total Volume Growth 2024-2029

Table 115 □Forecast Retail Sales of Eggs: Volume 2024-2029

Table 116 □Forecast Retail Sales of Eggs: % Volume Growth 2024-2029

Table 117 □Forecast Retail Sales of Eggs: Value 2024-2029

Table 118 □Forecast Retail Sales of Eggs: % Value Growth 2024-2029

SUGAR AND SWEETENERS IN JAPAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total demand for sugar and sweeteners remains virtually stable in Japan in 2024

Sugar and sweeteners continues to see strong unit price growth

PROSPECTS AND OPPORTUNITIES

Slow recovery of foodservice, and impact of the health and wellness trend in retail will hinder total volume growth

Rising health consciousness shifts consumers toward seemingly healthier options

Summary 10 Major Processors of Sugar and Sweeteners 2024

CATEGORY DATA

Table 119 Total Sales of Sugar and Sweeteners: Total Volume 2019-2024

Table 120 Total Sales of Sugar and Sweeteners: % Total Volume Growth 2019-2024

Table 121 Retail Sales of Sugar and Sweeteners: Volume 2019-2024

Table 122 Retail Sales of Sugar and Sweeteners: % Volume Growth 2019-2024

Table 123 Retail Sales of Sugar and Sweeteners: Value 2019-2024

Table 124 Retail Sales of Sugar and Sweeteners: % Value Growth 2019-2024

Table 125 Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2019-2024

Table 126 Forecast Total Sales of Sugar and Sweeteners: Total Volume 2024-2029

Table 127 Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2024-2029

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Table 128 □Forecast Retail Sales of Sugar and Sweeteners: Volume 2024-2029

Table 129 □Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2024-2029

Table 130 □Forecast Retail Sales of Sugar and Sweeteners: Value 2024-2029

Table 131 □Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2024-2029

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