

## **Fruits in Japan**

Market Direction | 2024-12-19 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, total volume sales of fruits in Japan are anticipated to decline, primarily due to a significant drop in retail volume sales. Continuous rises in the unit prices of fruits have been exerting downward pressure on retail demand, exacerbated by the depreciation of the Japanese yen, which has affected the cost of imported fruits. Moreover, increasing production costs, including logistics and labour, have also negatively impacted domestic produce. As the prices of staple foods and other pack...

Euromonitor International's Fruits 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: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

### **Why buy this report?**

- \* Get a detailed picture of the Fruits 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Fruits in Japan  
Euromonitor International  
December 2024

List Of Contents And Tables

### **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 1 Major Processors of Fruits 2024

#### **CATEGORY DATA**

Table 1 Total Sales of Fruits by Category: Total Volume 2019-2024

Table 2 Total Sales of Fruits by Category: % Total Volume Growth 2019-2024

Table 3 Retail Sales of Fruits by Category: Volume 2019-2024

Table 4 Retail Sales of Fruits by Category: % Volume Growth 2019-2024

Table 5 Retail Sales of Fruits by Category: Value 2019-2024

Table 6 Retail Sales of Fruits by Category: % Value Growth 2019-2024

Table 7 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2019-2024

Table 8 Forecast Total Sales of Fruits by Category: Total Volume 2024-2029

Table 9 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Fruits by Category: Volume 2024-2029

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

Table 12 □Forecast Retail Sales of Fruits by Category: Value 2024-2029

Table 13 □Forecast Retail Sales of Fruits 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

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

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Fruits in Japan**

Market Direction | 2024-12-19 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com