

Pulses in Japan

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

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Report description:

In 2024, total volume sales of pulses in Japan are anticipated to experience marginal growth, primarily due to the continued recovery of foodservice volume sales. Foodservice remains a significant channel for sales of pulses, particularly for azuki beans, which are commonly used in traditional Japanese sweets. The volume of foodservice sales of pulses faced a substantial decline during the COVID-19 pandemic in 2020 and 2021, but as the situation has normalised, some recovery has been observed. D...

Euromonitor International's Pulses 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: Beans, Other Pulses, Peas.

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

Why buy this report?

- * Get a detailed picture of the Pulses 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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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

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Beans will remain the leading category in pulses

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