

Japan Baby Food Products Market Forecast 2025-2032

Market Report | 2025-01-13 | 139 pages | Inkwood Research

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Report description:

KEY FINDINGS

The Japan baby food products market is estimated to grow at a CAGR of -0.92% during the forecast period from 2025 to 2032. The market was valued at \$734.90 million in 2024 and is expected to reach a revenue of \$681.34 million by 2032. In terms of volume, the Japan baby food products market is estimated to grow at a CAGR of -0.74% during the forecast period. The market was valued at 41.13 kilotons in 2024 and is expected to reach a volume of 38.68 kilotons by 2032.

MARKET INSIGHTS

In 2024, the baby food products market in Japan experienced growth, primarily driven by price increases implemented in 2023 due to rising costs for raw materials, packaging, and energy. Leading companies such as Meiji Co Ltd and Morinaga Milk adjusted their pricing strategies in late 2022 and 2023, influencing the market. For example, Meiji raised its manufacturer shipping prices by 7-8% in November 2022, followed by an additional increase of approximately 8% in May 2023. These adjustments continued to shape the market's value performance throughout 2024.

Despite Japan's declining birth rate, retail volumes for baby food products remained stable in 2024. This stability was supported by the high prevalence of dual-income households, with around 75% of married couples having both partners employed. This trend facilitated a faster return to work for many women after childbirth, as noted in the 2024 'White Paper on Gender Equality.' Additionally, increased tourism contributed to the resilience of the baby food category, with Japanese products maintaining appeal and competitiveness in international markets, aided by a favorable exchange rate.

However, the long-term outlook for baby food retail volumes reflected the challenges posed by Japan's declining birth rate. Data from the Ministry of Health, Labour and Welfare indicated that the number of births fell below 800,000 for the first time in 2022, followed by a 5% decline in 2023 compared to the previous year. This contrasted with the approximately 2.7 million births recorded in 1949. Furthermore, the decrease in the number of marriages, which dropped by 6% in 2023, is expected to influence future birth rates, potentially impacting the retail volume sales of baby food products over time.

SEGMENTATION ANALYSIS

The report on the Japan baby food products market includes segmentation analysis on the basis of category and distribution channel.

Market by Category:

- Dried Baby Food
- Prepared Baby Food

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- Other Baby Food
- Milk Formula
- Standard Milk Formula
- Follow-On Milk Formula
- Special Baby Milk Formula

Market by Distribution Channel:

- Retail Offline
- Retail E-Commerce

Inkwood Research's report on the Japan Baby Food Products Market provides in-depth insights as well as the market's segmentation analysis. The detailed evaluation of the market includes PESTLE Analysis, Market Maturity Analysis, Market Concentration Analysis, Value Chain Analysis, Key Buying Criteria, and Competitive Landscape.

COMPETITIVE INSIGHTS

Some of the prominent players in the Japan baby food products market include Asahi Group Foods Ltd, Meiji Co Ltd, Morinaga Milk Industry Co Ltd, etc.

Asahi Group Foods Ltd is a Japanese company engaged in the food and beverage sector, including the production and distribution of baby food products. The company offers a variety of baby food items, such as ready-to-eat meals, powdered products, and nutritional snacks tailored to the dietary needs of infants and toddlers. It is part of Asahi Group Holdings Ltd, a diversified conglomerate with interests in beverages, food, and other consumer goods. The headquarters of Asahi Group Foods Ltd is located in Tokyo, Japan.

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