

## **Japan Ice-Cream Market Report and Forecast 2025-2034**

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### **Report description:**

The Japan ice-cream market reached around USD 3.90 Billion in 2024. The market is projected to grow at a CAGR of 3.30% between 2025 and 2034, reaching almost USD 5.40 Billion by 2034.

#### Japan Ice-Cream Market Growth

The prefectures of Hokoriku region in Japan are among the leading ice-cream consuming regions in the market. On average, the residents of Ishikawa, Saga, and Fukui stock 7.2, 6.7, and 6.6 litres of ice-cream in their refrigerators, respectively. This is followed by Toyama (6 litres) and Nigata (5.9 litres).

As per the Ministry of Internal Affairs and Communications in Japan, the residents of Kanazawa in Ishikawa prefecture spent 12,146 yen on ice-creams, which is the highest amongst all ordinance designated and prefectural capital cities of Japan (52). The expenditure on ice-cream is also very high in other cities like Saitama (11,723 yen), Fukushima (11,267 yen), Yomagata (11,195 yen), and Yamamatsu(11,076 yen).

The sale of bite-size and sandwich-style ice-creams in Japan recorded a year-on-year growth of JPY 80 million in 2019. Cups and bars are the most popular format of ice-cream consumption in Japan. The sale of monaka style ice-creams surpassed those of ice-cream cones in 2019.

Ice-cream parlours which serve drinkable ice-creams are expected to become commonplace in Japan over the forecast period. The increasing demand for healthy ice-cream products is expected to prompt major companies to incorporate local salt and natural fruit juices into ice-creams to enhance their consumer appeal.

#### Japan Ice-Cream Industry Segmentation

Japan Ice-Cream Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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## Market Breakup by Flavour

- Chocolate
- Fruit
- Vanilla
- Others

## Market Breakup by Category

- Impulse Ice-Cream
- Take-Home Ice-Cream
- Artisanal Ice-Cream

## Market Breakup by Product Type

- Cup
- Stick
- Cone
- Brick
- Tub
- Others

## Market Breakup by End Use

- Food Service
- Retailers

## Market Breakup by Distribution Channel

- Hypermarkets/Supermarkets
- HoReCa
- Convenience Stores
- Online Channel
- Others

## Japan Ice-Cream Market Share

Based on category, the market is divided into impulse ice-cream, take-home ice-cream, and artisanal ice-cream. Over the forecast period of 2025-2034, artisanal ice-cream is projected to grow at a CAGR of 3.9% during 2025-2034, driven by the rising demand for bold and innovative flavours of ice-cream.

## Leading Companies in the Japan Ice-Cream Market

Major market players like Cellato are experimenting with unique and rare European ingredients like white truffles and sake lees in Japanese ice-creams to provide a savoury experience to ice-creams. Such ice-creams are highly priced and are expected to gain popularity among consumers seeking premium products.

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- MORINAGA MILK INDUSTRY CO.,LTD.
- Lotte CO.LTD.
- NISSEI Co.,Ltd.
- Haagen-Dazs Japan Incorporated
- Akagi Nyugyo Co., Ltd.
- IMURAYA GROUP CO., LTD.
- Morinaga Co., Ltd.
- Others

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