

Full-Service Restaurants in Japan

February 2024

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Full-Service Restaurants in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased activities outside the home and price increases contribute to growth, but players struggle to control costs

Opposite pricing strategy to stand out from the crowd

Plant-based dishes gain traction, driven by the health trend and increase in inbound tourists

PROSPECTS AND OPPORTUNITIES

Strategies to alleviate workforce shortages

Collaborations will be key

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Consumer Foodservice in Japan - Industry Overview

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