

Cheese in Japan

September 2023

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2023 DEVELOPMENTS

Retail volume consumption of cheese decreases due to price rises
The price gap between domestically sourced cheese and imported cheese narrows
Wide product variety helps Megmilk Snow Brand maintain its lead in cheese

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Cheese has growth potential due to increasing usage occasions, as well as increasing health awareness
Plant-based cheese has growth potential, as a more affordable and sustainable alternative

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Dairy Products and Alternatives in Japan - Industry Overview

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DISCLAIMER

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