Euromonitor International

Processed Fruit and Vegetables in Japan

November 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Premiumisation boosts value sales, while volume sales decline
Frozen processed fruit and vegetables gain share
Umios transforms everyday noodle meals with ready-to-use vegetable mix
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Retailers will expand frozen ranges as consumers seek convenience
Frozen fruit and vegetables will outperform as shelf-stable formats stagnate
Mindful consumption will shape future demand
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Hagoromo Foods sustains shelf stable dominance as frozen formats fragment
Chart 1 Company Shares 2026
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CHANNELS

Supermarkets reinforce dominance as small-format rivals grow
Convenience stores and e-commerce shape channel innovation
E-commerce expands, but offline channels retain shopper loyalty
Chart 1 Retail Channels 2021-2026

PRODUCTS

Seven-Eleven makes processed vegetables more accessible through convenience stores
Umios introduces frozen mixes for meals

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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