

Butter and Spreads in Japan

September 2023

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Butter and Spreads in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Butter sees volume decline due to both price increases and diminishing interest in home cooking and baking

Margarine and spreads struggles due to the negative image of trans fatty acids

Megmilk Snow Brand and Meiji continue to invest in revitalising margarine and spreads

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