Euromonitor International

Cooking Ingredients and Meals in Japan

November 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Price increases drive modest value growth amid population decline
Meals and soups lead category growth as convenience drives demand
Convenience and flavour experimentation redefine eating occasions
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Value growth to continue despite demographic decline
Meals and soups to lead growth as convenience drives demand
Manufacturers to use new flavours and occasions to boost engagement
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top players strengthen positions through innovation and convenience
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets retain lead as convenience stores boost ready meal sales
E-commerce remains limited as physical inspection shapes food purchases
Chart 1 Retail Channels 2021-2026

PRODUCTS

Ajinomoto redefines easy meals with microwave-only gyoza
Kewpie drives repeat purchases by extending dressings to hot pot
Simplifying preparation and extending occasions drive value growth

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

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