Staple Foods in Japan

EXECUTIVE SUMMARY
Staple foods in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA
Table 1 - Sales of Staple Foods by Category: Volume 2018-2023
Table 2 - Sales of Staple Foods by Category: Value 2018-2023
Table 3 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 4 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 6 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 7 - Penetration of Private Label by Category: % Value 2018-2023
Table 8 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 9 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 10 - Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES
Summary 1 - Research Sources

Baked Goods in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Continued current value growth due to unit price increases
Flat retail volume growth, but performances differ between categories
Yamazaki Baking continues to lead baked goods in 2023

PROSPECTS AND OPPORTUNITIES
Continued retail current value growth, while volume growth will be hampered
The rising importance of domestic wheat

CATEGORY DATA
Table 13 - Sales of Baked Goods by Category: Volume 2018-2023
Table 14 - Sales of Baked Goods by Category: Value 2018-2023
Table 15 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
Table 16 - Sales of Baked Goods by Category: % Value Growth 2018-2023
Table 17 - Sales of Pastries by Type: % Value 2018-2023
Table 18 - NBO Company Shares of Baked Goods: % Value 2019-2023
Table 19 - LBN Brand Shares of Baked Goods: % Value 2020-2023
Table 20 - Distribution of Baked Goods by Format: % Value 2018-2023
Table 21 - Forecast Sales of Baked Goods by Category: Volume 2023-2028
Table 22 - Forecast Sales of Baked Goods by Category: Value 2023-2028
Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028
KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume consumption of breakfast cereals decreases due to normalising sales and price increases
Hot cereals turn to decline due to active product launches in other categories
Calbee Inc maintains its lead, Kellogg (Japan) KK holds second position

PROSPECTS AND OPPORTUNITIES

Hot cereals set to contribute to growth in breakfast cereals
Product innovations with a focus on health likely to continue to be seen

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 26 - Sales of Breakfast Cereals by Category: Value 2018-2023
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2018-2023
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Processed Fruit and Vegetables in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Processed fruit and vegetable struggles in retail volume terms due to normalising sales and price increases
Plastic pouches and carton containers are gaining shelf space
Private label has the largest share in frozen fruit

PROSPECTS AND OPPORTUNITIES

Frozen processed fruit and vegetables will contribute to overall growth of processed fruit and vegetables
Shelf stable fruit and vegetables will struggle
Plastic pouches and carton containers set to become more popular

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028
KEY DATA FINDINGS

2023 DEVELOPMENTS

Meat, seafood and alternatives to meat declines in volume terms due to normalising sales and price increases
Meat and seafood substitutes set to struggle in retail, but expand through foodservice
Generics dominates a highly fragmented category

PROSPECTS AND OPPORTUNITIES

Retail volumes set to continue to decline, impacted by falling population and price increases
Frozen products set to see growth, driven by convenience and added-value
Meat and seafood substitutes has further potential

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023
Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023
Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023
Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023
Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023
Table 56 - Sales of Frozen Processed Seafood by Type: % Volume Breakdown 2018-2023
Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023
Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023
Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023
Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028
Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Rice, Pasta and Noodles in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume growth of pasta and noodles struggles due to easing of COVID-19, but rice performs relatively well thanks to affordability
Demand for convenience remains high
JA Group and Nissin Food Products lead

PROSPECTS AND OPPORTUNITIES

Minimal growth expected due to the weak performance of rice
Frozen noodles and instant noodles set to perform well
Premiumisation with a focus on health will remain important to sustain profits and attract attention from health-conscious consumers

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
Table 69 - NBO Company Shares of Rice: % Value 2019-2023
Table 70 - LBN Brand Shares of Rice: % Value 2020-2023
Table 71 - NBO Company Shares of Pasta: % Value 2019-2023
Table 72 - LBN Brand Shares of Pasta: % Value 2020-2023
Table 73 - NBO Company Shares of Noodles: % Value 2019-2023
Table 74 - LBN Brand Shares of Noodles: % Value 2020-2023
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
Table 76 - Distribution of Rice by Format: % Value 2018-2023
Table 77 - Distribution of Pasta by Format: % Value 2018-2023
Table 78 - Distribution of Noodles by Format: % Value 2018-2023
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

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