

Ice Cream in Japan

June 2023

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Ice Cream in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases and lifting of restrictions negatively impact ice cream retail volume sales Lotte remains the leading player in ice cream, and frequently launches innovative or collaborative products Retro-themed products gain momentum as they bring consumers back to the "good old days"

PROSPECTS AND OPPORTUNITIES

Cross-brand collaborations will be one strategy used to drive sales of ice cream More value-added products expected to be seen in the market

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DISCLAIMER

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