

# Street Stalls/Kiosks in Japan

February 2024

Table of Contents

## Street Stalls/Kiosks in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Food trucks gain momentum, supported by recovery of business areas and events  
Mellow supports the growth of food trucks  
Street stalls/kiosks continue to offer unique/rare menus to keep consumers' attention

#### PROSPECTS AND OPPORTUNITIES

Sustainability initiatives driven by big players  
Food trucks as a "lunch refugee" saviour

#### CATEGORY DATA

Table 1 - Street Stalls/Kiosks: Units/Outlets 2018-2023  
Table 2 - Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023  
Table 3 - Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023  
Table 4 - Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023  
Table 5 - Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023  
Table 6 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023  
Table 7 - Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028  
Table 8 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2023-2028  
Table 9 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028  
Table 10 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028  
Table 11 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028  
Table 12 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Japan - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture  
2023 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

### MARKET DATA

Table 13 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023  
Table 14 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023  
Table 15 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023  
Table 16 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023  
Table 17 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023  
Table 18 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023  
Table 19 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023  
Table 20 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023  
Table 21 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023  
Table 22 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023  
Table 23 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028  
Table 24 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/street-stalls-kiosks-in-japan/report](http://www.euromonitor.com/street-stalls-kiosks-in-japan/report).