

Cheese in Japan

September 2023

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Cheese in Japan - Category analysis

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2023 DEVELOPMENTS

Retail volume consumption of cheese decreases due to price rises

The price gap between domestically sourced cheese and imported cheese narrows

Wide product variety helps Megmilk Snow Brand maintain its lead in cheese

PROSPECTS AND OPPORTUNITIES

Cheese has growth potential due to increasing usage occasions, as well as increasing health awareness

Plant-based cheese has growth potential, as a more affordable and sustainable alternative

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