



Pulses in Japan

December 2023

Table of Contents

Pulses in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal increase in total volume sales, driven by rebound of foodservice
Beans remains largest category, while peas and other pulses remain niche in retail

PROSPECTS AND OPPORTUNITIES

Total volume sales will be hampered by slow recovery of foodservice and shift towards processed pulses
Health and wellness trend is a potential growth driver for pulses in Japan

Summary 1 - Major Processors of Pulses 2023

CATEGORY DATA

- Table 1 - Total Sales of Pulses by Category: Total Volume 2018-2023
- Table 2 - Total Sales of Pulses by Category: % Total Volume Growth 2018-2023
- Table 3 - Retail Sales of Pulses by Category: Volume 2018-2023
- Table 4 - Retail Sales of Pulses by Category: % Volume Growth 2018-2023
- Table 5 - Retail Sales of Pulses by Category: Value 2018-2023
- Table 6 - Retail Sales of Pulses by Category: % Value Growth 2018-2023
- Table 7 - Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2018-2023
- Table 8 - Forecast Total Sales of Pulses by Category: Total Volume 2023-2028
- Table 9 - Forecast Total Sales of Pulses by Category: % Total Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Pulses by Category: Volume 2023-2028
- Table 11 - Forecast Retail Sales of Pulses by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Retail Sales of Pulses by Category: Value 2023-2028
- Table 13 - Forecast Retail Sales of Pulses by Category: % Value Growth 2023-2028

Fresh Food in Japan - Industry Overview

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture
2023 key trends
Retailing developments
What next for fresh food?

MARKET DATA

- Table 14 - Total Sales of Fresh Food by Category: Total Volume 2018-2023
- Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023
- Table 16 - Retail Sales of Fresh Food by Category: Volume 2018-2023
- Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023
- Table 18 - Retail Sales of Fresh Food by Category: Value 2018-2023
- Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2018-2023
- Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023
- Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2018-2023
- Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028
- Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028
- Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028
- Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2023-2028
- Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - 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/pulses-in-japan/report.