

Fruits in Japan

December 2023

Table of Contents

Fruits in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth for fruits due to more dynamic performance by foodservice
Shine Muscat gains traction, driven by lower unit prices

PROSPECTS AND OPPORTUNITIES

Fresh cut fruits and frozen options to hinder category's recovery
Sustainable packaging has yet to emerge, as retailers and consumers prioritise appearance and safety
Summary 1 - Major Processors of Fruits 2023

CATEGORY DATA

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