

# Processed Meat, Seafood and Alternatives To Meat in Japan

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Meat, seafood and alternatives to meat declines in volume terms due to normalising sales and price increases

Meat and seafood substitutes set to struggle in retail, but expand through foodservice

Generics dominates a highly fragmented category

### PROSPECTS AND OPPORTUNITIES

Retail volumes set to continue to decline, impacted by falling population and price increases

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