

Plant-Based Dairy in Japan

September 2023

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Plant-Based Dairy in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The maturity of soy drinks negatively impacts overall growth
Rising product variety drives other plant-based milk to post the strongest performance
Products with no sugar perform well, along with increasing awareness of health

PROSPECTS AND OPPORTUNITIES

Slow value growth expected in plant-based dairy, limited by maturity of soy drinks
Other plant-based milk set to be a key growth driver due to health benefits
Foodservice channel will be key to expansion for other plant-based milk

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DISCLAIMER

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