



# Self-Service Cafeterias in Japan

March 2025

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## Self-Service Cafeterias in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increase in outings and prices drive up value sales of self-service cafeterias  
Consumers search for affordable and time-saving options  
Toridoll Corp retains convincing lead due to agility in adapting to evolving consumer preferences

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