



Euromonitor
International

Consumer Foodservice By Location in Japan

March 2026

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2025 DEVELOPMENTS

Location shifts favour retail complexes as operators optimise standalone footprints

INDUSTRY PERFORMANCE

Food courts evolve into experiential dining destinations

Experiential dining and iconic Japanese cuisine attract global travellers

High-rent challenges drive lean store strategies in city centres

WHAT'S NEXT?

Experience-driven foodservice leads the future of retail complexes

Standing bars and neo-kakuuchi reshape compact dining trend

Labour shortage drives digital transformation

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Convenience and cultural appeal support non-standalone success

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Consumer Foodservice in Japan - Industry Overview

EXECUTIVE SUMMARY

Further growth propelled by tourism and price hikes

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation meets inbound tourism to boost value sales in 2025

Food delivery faces post-pandemic slump and fierce price wars

Fostering loyalty through mobile rewards and milestone ceremonies

WHAT'S NEXT?

From izakaya decline to experiential dining

Labour shortages make automation essential

Balancing sustainability and satisfaction

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