



Euromonitor  
International

# Meat in Japan

December 2025

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## Meat in Japan - Category analysis

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Rising costs and a declining population put pressure on meat sales in 2025

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Ongoing recovery in the foodservice channel not enough to tip the scales

Retail sales decline due to a shrinking population and rising prices

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Rising prices and a shrinking population limit growth opportunities in 2025

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Fresh food sees mixed results in 2025 as foodservice outperforms retail growth

Smaller households and the search for convenience informs market demand

Economic pressures forcing players to rethink their strategies

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The search for convenient meal solutions and an ageing population set to restrict growth

"Imperfect" produce could deliver growth opportunities

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