



Sugar and Sweeteners in Japan

December 2025

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Sugar and Sweeteners in Japan - Category analysis

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Mixed fortunes for sugar and sweeteners in 2025

INDUSTRY PERFORMANCE

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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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