



Starchy Roots in Japan

December 2025

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2025 DEVELOPMENTS

Polarised performances seen from starchy roots in foodservice and retail channels

INDUSTRY PERFORMANCE

Increase in foodservice demand helps offset decline in retail volume sales in 2025

Smaller packaging formats align with changing household demographics

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Fresh Food in Japan - Industry Overview

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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

WHAT'S NEXT?

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

"Imperfect" produce could deliver growth opportunities

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