



**Euromonitor
International**

Nuts in Japan

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Nuts sales stagnate as

INDUSTRY PERFORMANCE

Foodservice growth compensates for continued retail volume decline in sales of nuts

Acai bowl trend gains momentum among younger consumers

WHAT'S NEXT?

Foodservice recovery likely to be offset by challenges in the retail market

Increasing health consciousness presents opportunities for nuts in Japan

Summary 1 - Major Processors of Nuts 2025

CATEGORY DATA

Table 1 - Total Sales of Nuts by Category: Total Volume 2020-2025

Table 2 - Total Sales of Nuts by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Nuts by Category: Volume 2020-2025

Table 4 - Retail Sales of Nuts by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Nuts by Category: Value 2020-2025

Table 6 - Retail Sales of Nuts by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Nuts by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Nuts by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Nuts by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Nuts by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Nuts by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Nuts by Category: % Value Growth 2025-2030

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Fresh Food in Japan - Industry Overview

EXECUTIVE SUMMARY

Rising prices and a shrinking population limit growth opportunities in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

E-commerce still full of potential but store-based retailers will remain dominant

CHANNELS

Supermarkets continue to dominate but other channels make inroads

Retail e-commerce still full of potential despite reduced growth opportunities

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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