



Euromonitor
International

Butter and Spreads in Japan

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Retail value sales increase due to unit price increase
- Megmilk Snow Brand Co Ltd stays out in front
- Supermarkets leads sales, while health and beauty specialists expands

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- Population decline to affect sales
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Dairy Products and Alternatives in Japan - Industry Overview

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DISCLAIMER

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