



# Fish and Seafood in Japan

December 2025

Table of Contents

## Fish and Seafood in Japan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising prices and desire for convenience negatively impacts retail demand

#### INDUSTRY PERFORMANCE

Changing lifestyle habits and rising prices put pressure on retail sales in 2025

Frozen products seeing growing demand at the expense of fresh options

#### WHAT'S NEXT?

Flat growth projected for fish and seafood

Rising health and sustainability concerns should offer some sales opportunities

Summary 1 - Major Processors of Fish and Seafood 2025

### CATEGORY DATA

Table 1 - Total Sales of Fish and Seafood by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fish and Seafood by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fish and Seafood by Category: Volume 2020-2025

Table 4 - Retail Sales of Fish and Seafood by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fish and Seafood by Category: Value 2020-2025

Table 6 - Retail Sales of Fish and Seafood by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Fish and Seafood by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Fish and Seafood by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Fish and Seafood by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Fish and Seafood 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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