



**Euromonitor
International**

Cooking Ingredients and Meals in Japan

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Cooking Ingredients and Meals in Japan

EXECUTIVE SUMMARY

Consumers cut back due to inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Unit price hikes push value sales in 2025

Convenience demand intensifies, shaping innovation

Surging costs in rice result in consumer shift towards alternatives, impacting preferences in ingredients

WHAT'S NEXT?

Continued shift away from rice and towards alternative staples

Anticipated rising demand for ingredients suited to pasta and flour-based meals

COMPETITIVE LANDSCAPE

Domestic players dominate a highly fragmented landscape

Leading companies maintain stronghold through rapid response to evolving demand

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Other edible oil outperforms thanks to price advantage

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Other edible oil outperforms thanks to price advantage

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WHAT'S NEXT?

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Healthy oils to remain consumer favourites
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INDUSTRY PERFORMANCE

Rapid price rise supports value sales growth for meals and soups
Price hikes in rice impact demand in meals and soups

WHAT'S NEXT?

Manufacturers and retailers will continue to invest in frozen ready meals
High-protein foods to gain ground
Brand collaborations and subcultures support sales momentum

COMPETITIVE LANDSCAPE

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Population decline and inflation hinder volume sales

INDUSTRY PERFORMANCE

Rapid price increase and population decline leads to falls in volume sales in 2025

Dips leads value growth in 2025

WHAT'S NEXT?

Ready meal competition grows as Japan's population shrinks

Low-salt products to see strong consumer demand

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COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Honey leads growth and jam sees further price rises

WHAT'S NEXT?

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Demand for convenience and 'time performance'

COMPETITIVE LANDSCAPE

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