



**Euromonitor
International**

Meals and Soups in Japan

November 2025

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Meals and Soups in Japan - Category analysis

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2025 DEVELOPMENTS

Meals and soups boosted by demand for convenient options and innovation

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

Convenience store giants fuel growth

Players focus on value offers amid rising prices

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Cooking Ingredients and Meals in Japan - Industry Overview

EXECUTIVE SUMMARY

Consumers cut back due to inflationary pressures

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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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