



# Passport

## Sugar and Sweeteners in Japan

Euromonitor International

January 2022

This sample report is for illustration  
purposes only.

Some content and data have been  
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# SUGAR AND SWEETENERS IN JAPAN - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2021 DEVELOPMENTS

After sales plummet in 2020, 2021 sees A return to growth

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Popularity of artificial sweeteners continues

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## PROSPECTS AND OPPORTUNITIES

Sugar reduction trend and slow recovery of foodservice will limit growth of sugar and sweeteners

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Health trend at odds with the desire for indulgence over the forecast period

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Source: Euromonitor International from company reports, company research, trade press, trade sources

## CATEGORY DATA

**Table 1 Total Sales of Sugar and Sweeteners: Total Volume 2016-2021**

'000 tonnes

|                      | 2016                     | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------------|--------------------------|------|------|------|------|------|
| Sugar and Sweeteners | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 2 Total Sales of Sugar and Sweeteners: % Total Volume Growth 2016-2021**

% total volume growth

|                      | 2020/21                  | 2016-21 CAGR | 2016/21 Total |
|----------------------|--------------------------|--------------|---------------|
| Sugar and Sweeteners | Data removed from sample |              |               |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 Retail Sales of Sugar and Sweeteners: Volume 2016-2021**

'000 tonnes

|                      | 2016                     | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------------|--------------------------|------|------|------|------|------|
| Sugar and Sweeteners | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 Retail Sales of Sugar and Sweeteners: % Volume Growth 2016-2021**

% volume growth

|                      | 2020/21                  | 2016-21 CAGR | 2016/21 Total |
|----------------------|--------------------------|--------------|---------------|
| Sugar and Sweeteners | Data removed from sample |              |               |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5 Retail Sales of Sugar and Sweeteners: Value 2016-2021**

JPY billion

|                      | 2016                     | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------------|--------------------------|------|------|------|------|------|
| Sugar and Sweeteners | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6 Retail Sales of Sugar and Sweeteners: % Value Growth 2016-2021**

% current value growth

|                      | 2020/21                  | 2016-21 CAGR | 2016/21 Total |
|----------------------|--------------------------|--------------|---------------|
| Sugar and Sweeteners | Data removed from sample |              |               |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 7 Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2016-2021**

% retail volume

|            | 2016                     | 2017 | 2018 | 2019 | 2020 | 2021 |
|------------|--------------------------|------|------|------|------|------|
| Packaged   | Data removed from sample |      |      |      |      |      |
| Unpackaged |                          |      |      |      |      |      |
| Total      |                          |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 8 Forecast Total Sales of Sugar and Sweeteners: Total Volume 2021-2026**

'000 tonnes

|                      | 2021                     | 2022 | 2023 | 2024 | 2025 | 2026 |
|----------------------|--------------------------|------|------|------|------|------|
| Sugar and Sweeteners | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 9 Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2021-2026**

% total volume growth

|                      | 2021/22                  | 2021-26 CAGR | 2021/26 Total |
|----------------------|--------------------------|--------------|---------------|
| Sugar and Sweeteners | Data removed from sample |              |               |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10 Forecast Retail Sales of Sugar and Sweeteners: Volume 2021-2026**

'000 tonnes

|                      | 2021                     | 2022 | 2023 | 2024 | 2025 | 2026 |
|----------------------|--------------------------|------|------|------|------|------|
| Sugar and Sweeteners | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 11** Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2021-2026

% volume growth

2021/22 2021-26 CAGR 2021/26 Total

Sugar and Sweeteners

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 12** Forecast Retail Sales of Sugar and Sweeteners: Value 2021-2026

JPY billion

2021 2022 2023 2024 2025 2026

Sugar and Sweeteners

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 13** Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

Sugar and Sweeteners

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources



# FRESH FOOD IN JAPAN - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

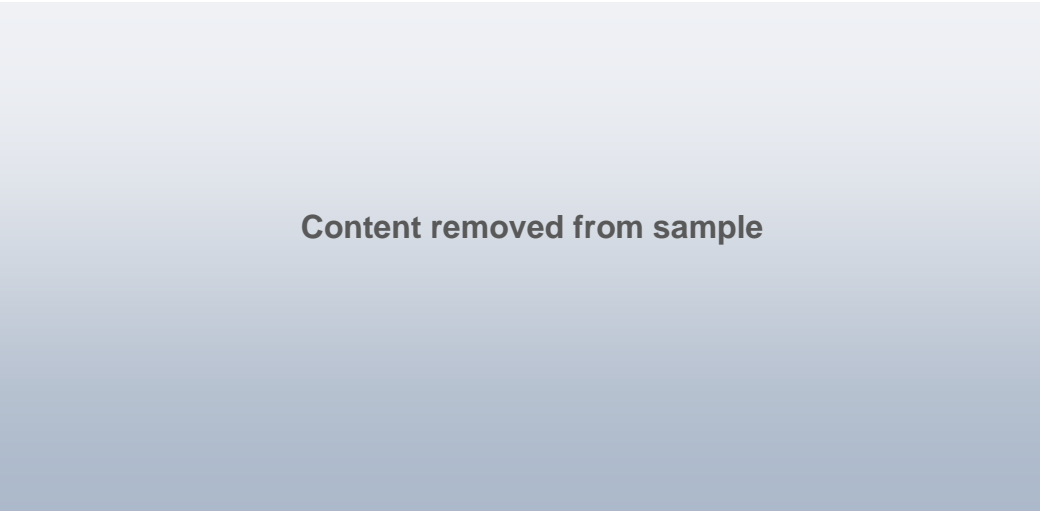
Fresh food in 2021: The big picture

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2021 key trends

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Retailing developments



What next for fresh food?



MARKET DATA

Table 14      Total Sales of Fresh Food by Category: Total Volume 2016-2021

| '000 tonnes          | 2016                     | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------------|--------------------------|------|------|------|------|------|
| Eggs                 | Data removed from sample |      |      |      |      |      |
| Fish and Seafood     |                          |      |      |      |      |      |
| Fruits               |                          |      |      |      |      |      |
| Meat                 |                          |      |      |      |      |      |
| Nuts                 |                          |      |      |      |      |      |
| Pulses               |                          |      |      |      |      |      |
| Starchy Roots        |                          |      |      |      |      |      |
| Sugar and Sweeteners |                          |      |      |      |      |      |
| Vegetables           |                          |      |      |      |      |      |

## Fresh Food

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2016-2021

% total volume growth

2020/21 2016-21 CAGR 2016/21 Total

Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables  
Fresh Food

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Retail Sales of Fresh Food by Category: Volume 2016-2021

'000 tonnes

2016 2017 2018 2019 2020 2021

Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables  
Fresh Food

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2016-2021

% volume growth

2020/21 2016-21 CAGR 2016/21 Total

Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables  
Fresh Food

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 18 Retail Sales of Fresh Food by Category: Value 2016-2021**

| JPY billion          | 2016                            | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------------|---------------------------------|------|------|------|------|------|
| Eggs                 | <b>Data removed from sample</b> |      |      |      |      |      |
| Fish and Seafood     |                                 |      |      |      |      |      |
| Fruits               |                                 |      |      |      |      |      |
| Meat                 |                                 |      |      |      |      |      |
| Nuts                 |                                 |      |      |      |      |      |
| Pulses               |                                 |      |      |      |      |      |
| Starchy Roots        |                                 |      |      |      |      |      |
| Sugar and Sweeteners |                                 |      |      |      |      |      |
| Vegetables           |                                 |      |      |      |      |      |
| Fresh Food           |                                 |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2016-2021**

| % current value growth | 2020/21                         | 2016-21 CAGR | 2016/21 Total |
|------------------------|---------------------------------|--------------|---------------|
| Eggs                   | <b>Data removed from sample</b> |              |               |
| Fish and Seafood       |                                 |              |               |
| Fruits                 |                                 |              |               |
| Meat                   |                                 |              |               |
| Nuts                   |                                 |              |               |
| Pulses                 |                                 |              |               |
| Starchy Roots          |                                 |              |               |
| Sugar and Sweeteners   |                                 |              |               |
| Vegetables             |                                 |              |               |
| Fresh Food             |                                 |              |               |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2016-2021**

| % retail volume | 2016                            | 2017 | 2018 | 2019 | 2020 | 2021 |
|-----------------|---------------------------------|------|------|------|------|------|
| Packaged        | <b>Data removed from sample</b> |      |      |      |      |      |
| Unpackaged      |                                 |      |      |      |      |      |
| Total           |                                 |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 21 Retail Distribution of Fresh Food by Format: % Volume 2016-2021**

| % retail volume | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|-----------------|------|------|------|------|------|------|
|-----------------|------|------|------|------|------|------|

- Store-Based Retailing
  - Grocery Retailers
    - Modern Grocery Retailers
      - Convenience Stores
      - Discounters
      - Forecourt Retailers
      - Hypermarkets
      - Supermarkets
    - Traditional Grocery Retailers
      - Food/drink/tobacco specialists
      - Independent Small Grocers
      - Other Grocery Retailers
  - Non-Grocery Specialists
    - Health and Beauty Specialist Retailers
    - Other Foods Non-Grocery Specialists
  - Mixed Retailers
- Non-Store Retailing
  - Vending
  - Homeshopping
  - E-Commerce
  - Direct Selling
- Retail
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 22** Forecast Total Sales of Fresh Food by Category: Total Volume 2021-2026

'000 tonnes

2021 2022 2023 2024 2025 2026

- Eggs
- Fish and Seafood
- Fruits
- Meat
- Nuts
- Pulses
- Starchy Roots
- Sugar and Sweeteners
- Vegetables
- Fresh Food

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 23** Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2021-2026

% total volume growth

|                      | 2021/22                  | 2021-26 CAGR | 2021/26 Total |
|----------------------|--------------------------|--------------|---------------|
| Eggs                 | Data removed from sample |              |               |
| Fish and Seafood     |                          |              |               |
| Fruits               |                          |              |               |
| Meat                 |                          |              |               |
| Nuts                 |                          |              |               |
| Pulses               |                          |              |               |
| Starchy Roots        |                          |              |               |
| Sugar and Sweeteners |                          |              |               |
| Vegetables           |                          |              |               |
| Fresh Food           |                          |              |               |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 24** Forecast Retail Sales of Fresh Food by Category: Volume 2021-2026

| '000 tonnes          | 2021                     | 2022 | 2023 | 2024 | 2025 | 2026 |
|----------------------|--------------------------|------|------|------|------|------|
| Eggs                 | Data removed from sample |      |      |      |      |      |
| Fish and Seafood     |                          |      |      |      |      |      |
| Fruits               |                          |      |      |      |      |      |
| Meat                 |                          |      |      |      |      |      |
| Nuts                 |                          |      |      |      |      |      |
| Pulses               |                          |      |      |      |      |      |
| Starchy Roots        |                          |      |      |      |      |      |
| Sugar and Sweeteners |                          |      |      |      |      |      |
| Vegetables           |                          |      |      |      |      |      |
| Fresh Food           |                          |      |      |      |      |      |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 25** Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2021-2026

| % volume growth      | 2021/22                  | 2021-26 CAGR | 2021/26 Total |
|----------------------|--------------------------|--------------|---------------|
| Eggs                 | Data removed from sample |              |               |
| Fish and Seafood     |                          |              |               |
| Fruits               |                          |              |               |
| Meat                 |                          |              |               |
| Nuts                 |                          |              |               |
| Pulses               |                          |              |               |
| Starchy Roots        |                          |              |               |
| Sugar and Sweeteners |                          |              |               |
| Vegetables           |                          |              |               |
| Fresh Food           |                          |              |               |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 26** Forecast Retail Sales of Fresh Food by Category: Value 2021-2026

| JPY billion | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
|-------------|------|------|------|------|------|------|
|-------------|------|------|------|------|------|------|

Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables  
Fresh Food

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables  
Fresh Food

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## DISCLAIMER

Forecast closing date: 29 November 2021

Report closing date: 13 January 2022

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2021 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

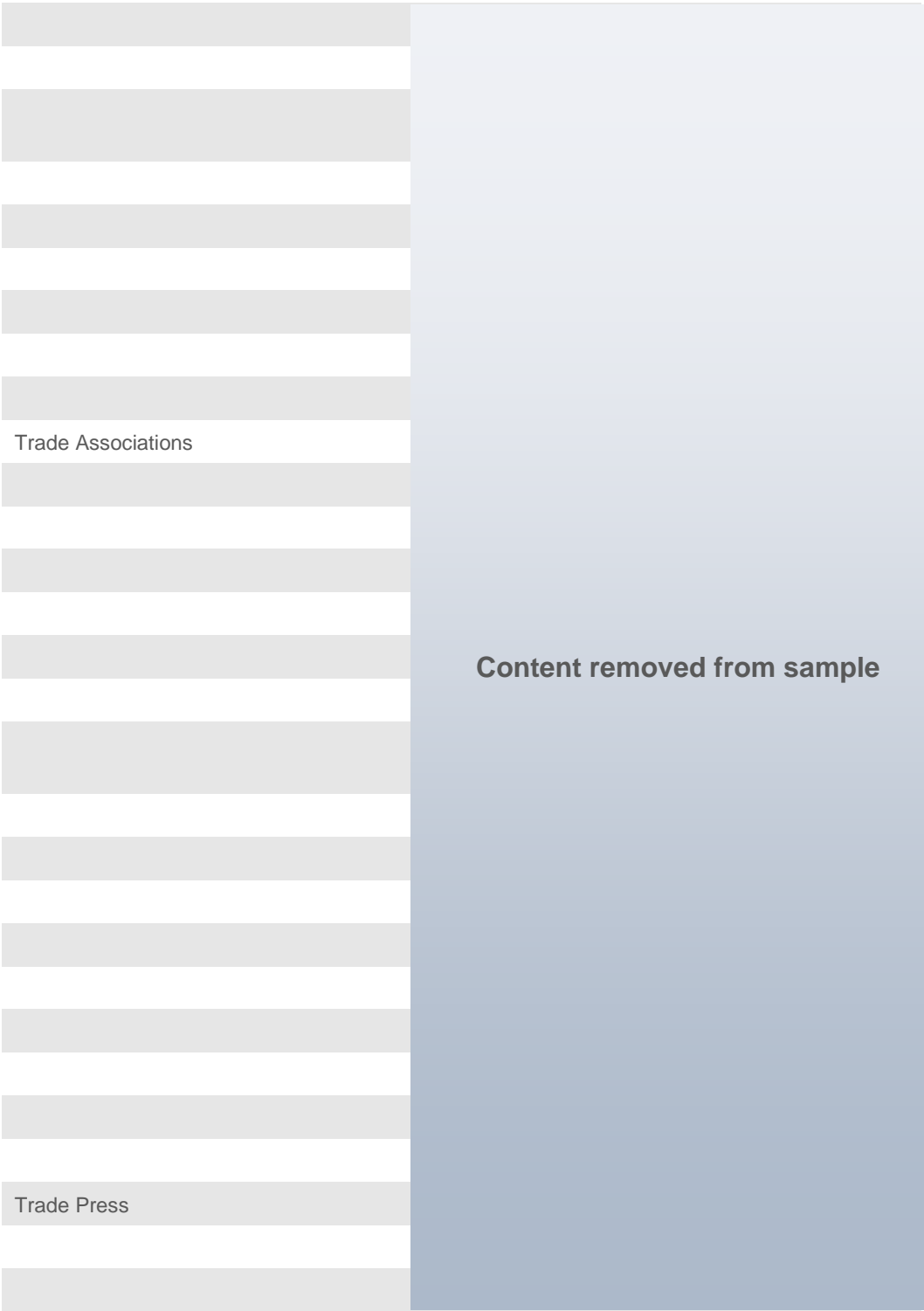
## SOURCES

Sources used during the research included the following:

### Summary 2 Research Sources

Official Sources

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Source: Euromonitor International