

Vegetables in Japan

December 2024

Table of Contents

Vegetables in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total volume sales decline as consumers are more conscious of their spending Vegetables with health claims emerge as producers try to attract health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Shift toward packaged food and continuous decline in the population will hinder the volume growth of vegetables Increased opportunity for imports as the population of farmers ages Summary 1 - Major Processors of Vegetables 2024

CATEGORY DATA

Table 1 - Total Sales of Vegetables by Category: Total Volume 2019-2024
Table 2 - Total Sales of Vegetables by Category: % Total Volume Growth 2019-2024
Table 3 - Retail Sales of Vegetables by Category: Volume 2019-2024
Table 4 - Retail Sales of Vegetables by Category: % Volume Growth 2019-2024
Table 5 - Retail Sales of Vegetables by Category: Value 2019-2024
Table 6 - Retail Sales of Vegetables by Category: % Value Growth 2019-2024
Table 7 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2019-2024
Table 8 - Forecast Total Sales of Vegetables by Category: Total Volume 2024-2029
Table 9 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2024-2029
Table 10 - Forecast Retail Sales of Vegetables by Category: % Volume 2024-2029
Table 11 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2024-2029
Table 12 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2024-2029
Table 13 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2024-2029

Fresh Food in Japan - Industry Overview

EXECUTIVE SUMMARY

Fresh food in 2024: The big picture 2024 key trends Retailing developments What next for fresh food?

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2019-2024
Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024
Table 16 - Retail Sales of Fresh Food by Category: Volume 2019-2024
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024
Table 18 - Retail Sales of Fresh Food by Category: Value 2019-2024
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2019-2024
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024
Table 21 - Retail Distribution of Fresh Food by Category: Total Volume 2019-2024
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029
Table 23 - Forecast Total Sales of Fresh Food by Category: W Total Volume Growth 2024-2029
Table 24 - Forecast Retail Sales of Fresh Food by Category: Wolume 2024-2029
Table 25 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 26 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 27 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 27 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 26 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 27 - Forecast Retail Sales of Fresh Food by Category: Walue Growth 2024-2029

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