

# Fruits in Japan

December 2024

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## Fruits in Japan - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Total volume sales of fruits decline in 2024, driven by increases in unit prices Acai bowls gain traction amongst the younger generation

#### PROSPECTS AND OPPORTUNITIES

Convenient options such as fresh cut fruits, dried fruits, and frozen fruits will hinder the growth of fruits in the forecast period Increased opportunity for imports as the farming population ages

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