



**Euromonitor
International**

Butter and Spreads in Japan

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases impact the volume performance of butter in 2024
J-Oil Mills Inc discontinues its long-selling brand Rama
Megmilk Snow Brand and Meiji continue to lead butter and spreads

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The shift from margarine to butter is set to resume in multiple channels
Due to labour shortages, there is potential in products that contribute to alleviating problems in the foodservice industry

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Dairy Products and Alternatives in Japan - Industry Overview

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DISCLAIMER

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