



**Euromonitor  
International**

# Sweet Spreads in Japan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Significant price increases on imported goods due to yen depreciation
- Strengthening competition with pastries
- Aohata taps into frozen fruit business for survival

PROSPECTS AND OPPORTUNITIES

- Innovative flavours will continue to gain traction
- Demand for convenience and “time performance”
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Cooking Ingredients and Meals in Japan - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-japan/report](http://www.euromonitor.com/sweet-spreads-in-japan/report).