

# Meat, Fish and Poultry Market in Japan to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the meat, fish and poultry market in Japan. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

Contains data on: frozen meat products, deli food, chilled meat, chilled fish/seafood, canned meat products, canned fish/seafood & frozen fish/seafood

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Review of the top two companies within the meat, fish and poultry market, including company overview, key facts and business description

### Highlights

The market for meat, fish and poultry in Japan increased at a compound annual growth rate of 2.9% between 2004 and 2009.

The chilled meat products category led the meat, fish and poultry market in

Japan, accounting for a share of 30.9%.

The leading players in the Japanese meat, fish and poultry market include Nippon Meat Packers, Inc., Itoham Foods and Nichirei Corporation

### **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the meat, fish and poultry market in Japan

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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