

Butter and Margarine in Japan

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Abstracts

Butter and margarine continued to decline in Japan in 2017, by 4% in retail current value terms, to reach JPY83.9 billion, mainly due to the sharp decline of margarine and spreads. Margarine and spreads continued to post the worst decline in 2017, of 7% in retail current value terms, driven by the increasing popularity of premium bread in Japan. Japan experienced the significant premiumisation of leavened bread from the early review period. Premium bread in Japan is often rich in flavour, and ma...

Euromonitor International's Butter and Margarine in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Butter and Margarine by Category: Volume 2012-2017

Table 2 Sales of Butter and Margarine by Category: Value 2012-2017

Table 3 Sales of Butter and Margarine by Category: % Volume Growth 2012-2017

Table 4 Sales of Butter and Margarine by Category: % Value Growth 2012-2017

Table 5 NBO Company Shares of Butter and Margarine: % Value 2013-2017

Table 6 LBN Brand Shares of Butter and Margarine: % Value 2014-2017

Table 7 Distribution of Butter and Margarine by Format: % Value 2012-2017

Table 8 Forecast Sales of Butter and Margarine by Category: Volume 2017-2022

Table 9 Forecast Sales of Butter and Margarine by Category: Value 2017-2022

Table 10 Forecast Sales of Butter and Margarine by Category: % Volume Growth 2017-2022

Table 11 Forecast Sales of Butter and Margarine by Category: % Value Growth 2017-2022

Meiji Co Ltd in Packaged Food (japan)

Strategic Direction

Key Facts

Summary 1 Meiji Co Ltd: Key Facts

Summary 2 Meiji Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Meiji Co Ltd: Competitive Position 2017

Executive Summary

Sluggish Growth Continues With Sales Growth Challenged by Demographic Trends

Health and Wellness Drives Innovation and Sales Growth

Domestic Leaders Prove Proactive in Tackling Challenges

Supermarkets Lead But Convenience Stores Push for Share

Players Use Health, Convenience and Quality To Add Value in the Forecast Period

Key Trends and Developments

Population Decline Encourages Focus on Value-added Products and Automation

Players Target Products at Increasing Number of Elderly Consumers

Concerns Over Lifestyle Diseases Boost Interest in Ffc Packaged Food

Consumers Seek Healthy Vegetables Amidst Busy Lifestyles

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2012-2017

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022

Market Data

Table 16 Sales of Packaged Food by Category: Volume 2012-2017

Table 17 Sales of Packaged Food by Category: Value 2012-2017

Table 18 Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 19 Sales of Packaged Food by Category: % Value Growth 2012-2017

Table 20 GBO Company Shares of Packaged Food: % Value 2013-2017

Table 21 NBO Company Shares of Packaged Food: % Value 2013-2017

Table 22 LBN Brand Shares of Packaged Food: % Value 2014-2017

Table 23 Penetration of Private Label by Category: % Value 2012-2017

Table 24 Distribution of Packaged Food by Format: % Value 2012-2017

Table 25 Distribution of Packaged Food by Format and Category: % Value 2017

Table 26 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 27 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth 2017-2022

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

Definitions

Sources

Summary 4 Research Sources

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