

Dairy in Japan

<https://marketpublishers.com/r/D266C1745B8EN.html>

Date: December 2010

Pages: 105

Price: US\$ 900.00 (Single User License)

ID: D266C1745B8EN

Abstracts

Other dairy products are expected to show a value increase of 0.6% in 2010. All products show positive current value growth in 2010 except for coffee whiteners. The low growth is largely due to the lack of demand for such products as consumers find these products as non-essentials which can be replaced or can be done without. For example, fromage frais and quark has never been big in Japan, and is not at all considered an essential product. With consumers tightening their budgets, such...

Euromonitor International's Other Dairy 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 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Other Dairy 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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