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Food and Drink Internet Retailing in Japan

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Abstracts

Fresh food was one of the hottest categories in internet retailing in Japan at the end of the review period. Amazon started Amazon Fresh from 2017 April, Ito Yokado began IY Fresh with a subsidiary of Yahoo! Japan, Askul, and Seiyu opened an online supermarket in partnership with major internet retailer, Rakuten, late in 2018. Moreover, Aeon is planning to fully renew its new online supermarket in 2019. Pure Internet retailer, Oisix, has expanded its size by acquiring two of its main competitors...

Euromonitor International's Food and Drink Internet Retailing in Japan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

Get a detailed picture of the Food and Drink Internet Retailing market;

Pinpoint growth sectors and identify factors driving change;

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

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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.

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Definitions

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