

# Full-Service Restaurants in Japan

<https://marketpublishers.com/r/GC5F8C8B096EN.html>

Date: February 2024

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: GC5F8C8B096EN

## Abstracts

After COVID-19 was downgraded to class 5 in May 2023, consumers felt more comfortable eating out. This contributed to a sales rebound for full-service restaurants, but challenges remained. Costs continued to rise, and players continued to find it difficult to control production costs. In particular, the weakening yen impacted the costs of imported products such as meat and wheat. Logistics and energy costs also remained high. Although some companies had already implemented price increases in 202...

Euromonitor International's Full-Service Restaurants in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

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

Why buy this report?

Get a detailed picture of the Full-Service Restaurants 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

Full-Service Restaurants in Japan  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

FULL-SERVICE RESTAURANTS IN JAPAN  
KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased activities outside the home and price increases contribute to growth, but players struggle to control costs

Opposite pricing strategy to stand out from the crowd

Plant-based dishes gain traction, driven by the health trend and increase in inbound tourists

#### PROSPECTS AND OPPORTUNITIES

Strategies to alleviate workforce shortages

Collaborations will be key

#### CATEGORY DATA

Table 1 Full-Service Restaurants by Category: Units/Outlets 2018-2023

Table 2 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

Table 3 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023

Table 4 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 5 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 6 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 7 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

Table 8 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023

Table 9 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

Table 10 Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028

Table 11 Forecast Sales in Full-Service Restaurants by Category: Foodservice Value

2023-2028

Table 12 Forecast Full-Service Restaurants by Category: % Units/Outlets Growth  
2023-2028

Table 13 Forecast Sales in Full-Service Restaurants by Category: % Transaction  
Growth 2023-2028

Table 14 Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value  
Growth 2023-2028

**CONSUMER FOODSERVICE IN JAPAN**

**EXECUTIVE SUMMARY**

Consumer foodservice in 2023: The big picture

## **2023 KEY TRENDS**

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

**MARKET DATA**

Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth  
2018-2023

Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets  
2023

Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value  
2018-2023

Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value  
2018-2023

Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: %  
Foodservice Value 2023

Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 22 GBO Company Shares in Chained Consumer Foodservice: % Foodservice  
Value 2019-2023

Table 23 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value  
2020-2023

Table 24 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 25 Forecast Units, Transactions and Value Sales in Consumer Foodservice  
2023-2028

Table 26 Forecast Units, Transactions and Value Sales in Consumer Foodservice: %  
Growth 2023-2028

**DISCLAIMER**

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Full-Service Restaurants in Japan

Product link: <https://marketpublishers.com/r/GC5F8C8B096EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GC5F8C8B096EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970