

HW Dairy Products and Alternatives in Japan

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Abstracts

Facing a continuous decline in the birth rate, and consequently the population, growth in health and wellness dairy products and alternatives has been hampered. However, as consumers' health consciousness and interest in nutrition was growing even before the pandemic, and was then accelerated by it, plant-based dairy products and alternatives experienced strong growth from a low base over the review period, and is expected to continue to see dynamic growth in the forecast period.

Euromonitor International's HW Dairy Products and Alternatives in Japan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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.

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HEALTH AND WELLNESS IN JAPAN

EXECUTIVE SUMMARY

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