

# Ice Cream and Frozen Desserts in Japan

<https://marketpublishers.com/r/I4F234D86FEEN.html>

Date: July 2021

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: I4F234D86FEEN

## Abstracts

Ice cream continued to see growth in current value and retail volume terms in 2020, with the category seeing record sales in Japan. This was the result of a result long-term effort by ice cream manufacturers in Japan to expand the consumer base and consumption occasions for these products. For a long time in Japan, ice cream was seen to be a product to help you cool down on hot days. Thus, sales of ice cream were centred around the warmer spring and summer months when the heat can become uncomfo...

Euromonitor International's Ice Cream and Frozen Desserts in Japan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, Ice Cream.

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

## Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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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Ezaki Glico focuses on both indulgent and healthy ice cream

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