

# Plant-Based Dairy in Japan

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## Abstracts

Plant-based dairy is set to see a decline in retail volume terms in 2023, largely due to the decline in soy drinks, which accounts for nearly 85% of overall sales in retail value terms in plant-based dairy. Over the review period, soy drinks saw continuous growth, driven by the increasing health and wellness trend amongst consumers. Soybeans have been a staple in the Japanese diet for hundreds of years, so soy milk has been easily available everywhere, but thanks to increasing media exposure, it...

Euromonitor International's Plant-based Dairy 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based 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 Plant-based 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 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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