

# Dairy in Japan



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## Dairy in Japan

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### SUMMARY

Dairy in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY FINDINGS

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dairy market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the dairy market in Japan
- Leading company profiles reveal details of key dairy market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan dairy market with five year forecasts by both value and volume

### SYNOPSIS

Essential resource for top-line data and analysis covering the Japan dairy market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### REASONS TO BUY

- What was the size of the Japan dairy market by value in 2015?
- What will be the size of the Japan dairy market in 2020?
- What factors are affecting the strength of competition in the Japan dairy market?
- How has the market performed over the last five years?
- Who are the top competitors in Japan's dairy market?

### KEY HIGHLIGHTS

The dairy food market consists of the retail sale of Butter and Spreadable Fats, Cheese, Cream, Dairy-Based and Soy-Based Desserts, Drinkable Yogurt, Fromage Frais and Quark, Milk, Soymilk and Soy Drinks and Yogurt products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2015 annual average exchange rates

The Japanese dairy market generated total revenue of \$24,160.9m in 2015, representing a compound annual growth rate (CAGR) of 3.8% between 2011 and 2015.

Market consumption volume increased with a CAGR of 0.6% between 2011 and 2015, to reach a total of

6,754.3 million kilograms in 2015.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.2% for the five-year period 2015 - 2020, which is expected to drive the market to a value of \$29,674.9m by the end of 2020.

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## COMPANIES MENTIONED

Megmilk Snow Brand Co., Ltd.  
Meiji Holdings Co, Ltd.  
Mondelez International, Inc.  
Morinaga Milk Industry Co., Ltd

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