

## 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 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### 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.

#### KEY HIGHLIGHTS

- The dairy market consists of retail sales of butter & spreadable fats, cheese, cream, dairy-based & soy-based desserts, drinkable yogurt, milk, soymilk & soy drinks, yogurt and fromage frais & quark. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2017 exchange rates.
- The Japanese dairy market had total revenues of \$17,959.1m in 2017, representing a compound annual growth rate (CAGR) of 3.9% between 2013 and 2017.
- Market consumption volume increased with a CAGR of 0.8% between 2013 and 2017, to reach a total of 4,537.2 million kilograms in 2017.
- The demand for milk products such as yogurt and sour milk is increasing due to strong public awareness related to the health benefits of these milk products.

#### SCOPE

- 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

#### REASONS TO BUY

- What was the size of the Japan dairy market by value in 2017?
- What will be the size of the Japan dairy market in 2022?
- 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?

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