

# **Japan Vegan Ice cream Market Assessment, By Source [Soy Milk, Coconut Milk, Nut Milk, Oat Milk, Rice Milk], By Category [Impulse, Take Home, Artisanal], By Flavor [Classic Flavors, Exotic Flavors, Fruit-Based], By Package Size [Less Than 100 ml, 100 To 500 ml, More Than 500 ml], By Packaging [Pint-Sized Containers, Ice Cream Sandwiches, Drumsticks, Fudge Bars, Others], By Distribution Channel [Supermarkets, Convenience Stores, Ice Cream Parlors, Restaurants, Online Stores], By Region, Opportunities and Forecast, 2017-2031F**

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## **Abstracts**

Japan vegan ice cream market size was valued at USD 36.4 million in FY2023, which is expected to reach USD 65.9 million in FY2031, with a CAGR of 7.7% for the forecast period between FY2024 and FY2031. Japan vegan ice cream market has experienced remarkable growth in recent years, driven by a confluence of factors that reflect evolving consumer preferences and societal trends. As health consciousness and environmental awareness continue to rise, more consumers seek plant-based alternatives to traditional dairy products. The shift in dietary choices has propelled the demand for vegan ice cream, which offers a cruelty-free and more sustainable option.

The market's growth is further accelerated by advancements in food technology that have led to the development of innovative and enticing flavors and textures closely mimicking the sensory experience of traditional ice cream. Collaborations between conventional ice cream manufacturers and vegan start-ups have paved the way for high-

quality products that cater to a broader audience, including lactose intolerance and ethical concerns. Government initiatives promoting sustainable practices and reduced carbon footprints have fostered a favorable environment for vegan ice cream brands.

### Innovation in Taste and Flavor

The Japan vegan ice cream market has been witnessing a surge of innovation in taste and flavor, captivating the palates of diverse consumers. Drawing inspiration from traditional Japanese ingredients such as matcha, yuzu, and red bean, as well as global trends, manufacturers are crafting a symphony of unique flavors that cater to both local preferences and international tastes. Moreover, creative combinations involving exotic fruits, aromatic spices, and indulgent add-ins like mochi and kinako have been embraced, adding depth and excitement to the vegan ice cream experience. This bold approach to flavor innovation showcases the industry's commitment to satisfying evolving consumer demands and elevates vegan ice cream to an artful and enticing category of frozen treats.

Mochi ice cream envelops ice cream within a soft mochi shell. Japan's convenience stores readily offer this delicacy, reflecting its widespread popularity. Notably, mochi ice cream is inclusive, adhering to vegan and gluten-free preferences, making it a delightful choice for a diverse range of discerning palates.

### Growing Popularity of Veganism in Japan

The ascent of veganism in Japan has significantly transformed the country's ice cream market. Fueled by heightened environmental awareness, health consciousness, and ethical considerations, many Japanese consumers are embracing plant-based diets. The shift has propelled the demand for vegan ice cream, which aligns with these evolving preferences. As more individuals opt for cruelty-free and sustainable choices, manufacturers respond with diverse and appealing dairy-free frozen treats. The growing popularity of veganism has prompted both established and emerging players to invest in innovative flavors and production techniques, creating a robust ecosystem that caters to a broad spectrum of tastes while reshaping the landscape of the Japan vegan ice cream market.

### Increasing Availability in Restaurants and Cafes

A noteworthy trend shaping the Japan vegan ice cream market is the surging availability

of plant-based ice cream offerings in restaurants and cafes. As the demand for vegan options gains momentum, eateries nationwide are responding by incorporating diverse and delicious dairy-free frozen treats into their menus. The shift underscores the evolving consumer preferences and the recognition of the market potential for vegan ice cream. Individuals seeking cruelty-free, lactose-free, and environmentally conscious choices from Tokyo to regional towns can relish various flavors and textures, further propelling the market's growth while catering to a wider spectrum of tastes and dietary requirements.

For example, Green Hospitality Management Co., Ltd. has unveiled its plan to introduce vegan ice cream at Hotel Grandbach Tokyo Ginza starting September 1, 2023. Developed in collaboration with 8abliish, a brand specializing in vegan desserts, the offering aptly named 'The Vegan Ice Cream' adheres to the ethos of being health-conscious, environmentally friendly, and inclusive. Boasting a collection of six distinct flavors, this original creation promises a delectable and conscientious frozen treat experience.

### Impact of COVID-19

The pandemic has significantly influenced the Japan vegan ice cream market, introducing a mix of challenges and opportunities. While the initial lockdowns and restrictions temporarily disrupted supply chains and impacted consumer spending, the crisis propelled heightened health and wellness awareness. Consequently, consciousness encouraged individuals to explore plant-based diets, driving demand for vegan products, including ice cream. As people sought both comfort and healthier alternatives, vegan ice cream gained traction as a guilt-free indulgence. Furthermore, the rise of online shopping and food delivery services during the pandemic facilitated accessibility to vegan offerings, allowing manufacturers to adapt and expand their distribution strategies. As the situation evolved, the market continues to be shaped by changing consumer behaviors and broader economic landscape.

### Key Player Landscape and Outlook

Although the Japan vegan ice cream market is in its initial phases of evolution, it is experiencing rapid growth. As the market expands, collaborations between traditional ice cream manufacturers and specialized vegan brands are becoming more prevalent, promoting innovation in taste and production techniques. With increasing consumer demand for ethical, sustainable, and health-conscious options, the outlook for the Japan vegan ice cream market remains promising, focusing on diverse flavors, premium

ingredients, and wider accessibility through retail, cafes, and online platforms.

For instance, Coolish Green series by Lotte Corporation is a transformative innovation offered in vanilla and strawberry variants. Unveiled to the public on March 24, 2023, this vegan ice cream has set a groundbreaking precedent by integrating a novel 'plant-based milk' as its selection. Through a fusion of meticulously sourced soy and pea-derived milk, this creation seamlessly melds the gentle creaminess of soybeans with the earthy undertones of green peas, redefining the sensory experience of dairy-free frozen desserts.

For instance, due to the rising popularity of soy milk within the Japanese market, Haagen-Dasz has earned substantial acclaim for its limited releases in Hokkaido in 2021 and online in 2022. Gazing on this success, the brand introduced an extension of its GREEN CRAFT plant-based milk series with two new flavors. Commencing May 23, 2023, these offerings are accessible in Tokyo and in an additional seven regions, as highlighted by the official Haagen-Dasz news release.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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