

Japan Frozen Pizza Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Frozen pizza is no longer a convenient meal; it has become vibrant as it mirrors the current consumer preferences. It provides convenience, flavor, and quality to different degrees to both individuals and families in the present-day market. The quality of crust texture, premium toppings, and a variety of tastes have also increased, and frozen pizza is not a compromise anymore, but a smaller choice as a meal. Its appeal has been diversified with innovations in the forms of using plant ingredients, gluten-free bases, and functional advantages. With the rising need for cheap but satisfactory food at home, the frozen pizza market keeps spinning both in the global market and locally.

The Japan Frozen Pizza market is set to show a growth rate of about 7.5% during the forecast period (2025- 2033F). The Japanese frozen Pizza market is witnessing a paradigm transformation, owing to the changing consumer preferences that involve health, convenience, and their connection to cultural parameters. As gut health and wellness in the Japanese consumer is ever more a new priority, Japanese consumers are now also accepting Frozen Pizza as a functional food category. With a cultural value placed on fermentation and probiotics, Japan is a country with a distinctive culture. The introduction of frozen pizza, which incorporates fermented doughs and functional ingredients, has become a popular food in the country. In cities like Tokyo, Osaka, and Fukuoka, we can attest to the increasing number of boutique Frozen Pizza shops and high-end retail offerings, demonstrating how even a typically Western product is viewed from a Japanese perspective.

The market has been divided into gluten-free and regular, on the basis of category. Among them, regular has had an ostentatious market share. Familiarity of consumers with classic flavors of traditional wheat-based pizza, lower price dispersion, and the product's broader availability in food service and

retail outlets are among the factors contributing to the market share's enhancement. Authors further describe that the wide range of flavors, fashions, and tastes of the regular segment serves the mainstream taste values. Their perceptions about the taste and texture of the products are also inclined toward the traditional output, which encourages re-purchase.

The Japanese frozen pizza market has been divided into two based on the distribution channel, which is offline and online. Among these, it is the offline category that has had a large market share. This supremacy can be largely attributed to the fact that most supermarkets, convenience stores, and department store food halls are well represented in the urban and suburban regions where customers are willing to shop physically. In-store promotions and instant availability are also contributing to higher offline sales, and trusted brand visibility and buying behavior based on impulse are also playing a key role in the remaining success and popularity of the brand.

The segmentation of the market is based on size, whereby the market has been divided into regular, medium, and large. The regular and the medium among them have shown significant market share. This is mainly because the units are appropriate to single-member families and small families, mostly found in Japan. These portions are convenient, portion-controlled, and cost-effective, equivalent to urban lifestyles. The regular and medium pizzas, as well, are simpler to store, cook, and are in abundant supply in retail as well as foodservice industries.

For a better understanding of the market adoption of Japan Frozen Pizza, the market is analyzed based on its presence in regions such as Kanto, Chubu, Kansai, and Others. Among these, the Kanto region has held a sizeable market share owing to the presence of large cities such as Tokyo, as well as the emerging trend of outdoor eating and inclination towards western food.

Some major players running in the market include Horizon Farms, Garage Pizza, 7-ELEVEN, Inc., Star Foods Co., Ltd., TREVI Inc., Tolona Japan Co., Ltd., Pizza Tomato Co., Ltd., DELSOLE Corp., and Pasta Road Co., Ltd.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Japan Frozen Pizza Market
- 2.2. Research Methodology of the Japan Frozen Pizza Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Collaboration & Investment Scenario
 - 4.7.2. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 JAPAN FROZEN PIZZA MARKET REVENUE (USD MN), 2023-2033F

7 MARKET INSIGHTS BY CATEGORY

7.1. Gluten-free

7.2. Regular

8 MARKET INSIGHTS BY DISTRIBUTION CHANNEL

8.1. Offline

8.2. Online

9 MARKET INSIGHTS BY SIZE

9.1. Regular

9.2. Medium

9.3. Large

10 MARKET INSIGHTS BY REGION

10.1. Kanto

10.2. Chubu

10.3. Kansai

10.4. Others

11 VALUE CHAIN ANALYSIS

11.1. Marginal Analysis

11.2. List of Market Participants

12 COMPETITIVE LANDSCAPE

12.1. Competition Dashboard

12.2. Competitor Market Positioning Analysis

12.3. Porter Five Forces Analysis

13 COMPANY PROFILES

13.1. Horizon Farms

- 13.1.1. Company Overview
- 13.1.2. Key Financials
- 13.1.3. SWOT Analysis
- 13.1.4. Product Portfolio
- 13.1.5. Recent Developments
- 13.2. Garage Pizza
- 13.3. 7-ELEVEN, Inc.
- 13.4. Star Foods Co., Ltd.
- 13.5. TREVI Inc.
- 13.6. Tolona Japan Co., Ltd
- 13.7. Pizza Tomato Co., Ltd.
- 13.8. DELSOLE Corp.
- 13.9. Pasta Road Co., Ltd.
- 13.10. Others

14 ACRONYMS & ASSUMPTION

15 ANNEXURE

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