

# Baby food Japan: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Baby food Japan Market 2016 Analysis and Forecast to 2021*

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## Summary

The Japanese baby food market continued to be plagued. In total, the market saw decline of 7.4% in value terms since 2009, a result of deflation, steep decline in number of births, decline in consumption of milks being the most expensive product group in the market. Total volume sales have remained more or less stable throughout the period. In 2015, they stood 1.9% higher than in 2009. Milks took 65% and meals and others took 35% of the market by value in 2015. Against the backdrop of a continuing fall in the number of births, retail sales are not expected to show much growth in real terms between 2015 and 2021.

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## Key Findings

- The baby food market saw ups and downs between 2009 and 2015, milks took 65% and meals & others took 35% of the market by value in 2015.
- The main reason for the growth in 2014 and 2015 was visitors buying baby formula to take back to their country.
- A handful of local manufacturers have dominated the market, as the market relies almost totally on domestic production.
- The share of the market taken by milks is expected to continue to decline, dropping below 60% of value by 2021.
- The value of the baby food market in Japan is not expected to show any significant growth in real terms between 2015 and 2021.

## Synopsis

The Japanese baby food market continued to be plagued. In total, the market saw decline of 7.4% in value terms since 2009, a result of deflation, steep decline in number of births, decline in consumption of milks being the most expensive product group in the market. Total volume sales have remained more or less stable throughout the period. In 2015, they stood 1.9% higher than in 2009. Milks took 65% and meals and others took 35% of the market by value in 2015. Against the backdrop of a continuing fall in the number of births, retail sales are not expected to show much growth in real terms between 2015 and 2021.

## Reasons to Buy

- Evaluate important changes in consumer behavior and identify profitable markets and areas for product innovation.



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- Analyse current and forecast behavior trends in each category to identify the best opportunities to exploit.
- Detailed understanding of consumption by individual product categories in order to align your sales and marketing efforts with the latest trends in the market.
- Investigates which categories are performing the best and how this is changing market dynamics.

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