



Euromonitor
International

Baby Food in Japan

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Effect of declining birth rate partially offset by increased use of baby food
Asahi Group Foods Ltd leads baby food
Health and beauty specialists is the largest channel, while e-commerce expands

PROSPECTS AND OPPORTUNITIES

Continuous drop in birth rate set to impact sales
Snacks with functional benefits and organic baby food emerging
Accelerating efforts towards sustainability

CATEGORY DATA

- Table 1 - Sales of Baby Food by Category: Volume 2020-2025
- Table 2 - Sales of Baby Food by Category: Value 2020-2025
- Table 3 - Sales of Baby Food by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Baby Food by Category: % Value Growth 2020-2025
- Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025
- Table 6 - NBO Company Shares of Baby Food: % Value 2021-2025
- Table 7 - LBN Brand Shares of Baby Food: % Value 2022-2025
- Table 8 - Distribution of Baby Food by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Baby Food by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Baby Food by Category: Value 2025-2030
- Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Japan - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 17 - Penetration of Private Label by Category: % Value 2020-2025
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-in-japan/report.