



Euromonitor
International

Sugar and Sweeteners in Japan

December 2025

Table of Contents

Sugar and Sweeteners in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mixed fortunes for sugar and sweeteners in 2025

INDUSTRY PERFORMANCE

Financial pressures and rising health concerns limit growth opportunities in 2025

White sugar retains its popularity but players starting to explore other alternatives

WHAT'S NEXT?

Sales set to stagnate despite the slow recovery in foodservice demand

Growing health awareness driving consumers toward perceived healthier choices

Summary 1 - Major Processors of Sugar and Sweeteners 2025

CATEGORY DATA

Table 1 - Total Sales of Sugar and Sweeteners: Total Volume 2020-2025

Table 2 - Total Sales of Sugar and Sweeteners: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Sugar and Sweeteners: Volume 2020-2025

Table 4 - Retail Sales of Sugar and Sweeteners: % Volume Growth 2020-2025

Table 5 - Retail Sales of Sugar and Sweeteners: Value 2020-2025

Table 6 - Retail Sales of Sugar and Sweeteners: % Value Growth 2020-2025

Table 7 - Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Sugar and Sweeteners: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Sugar and Sweeteners: Volume 2025-2030

Table 11 - Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Sugar and Sweeteners: Value 2025-2030

Table 13 - Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in Japan - Industry Overview

EXECUTIVE SUMMARY

Rising prices and a shrinking population limit growth opportunities in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Fresh food sees mixed results in 2025 as foodservice outperforms retail growth

Smaller households and the search for convenience informs market demand

Economic pressures forcing players to rethink their strategies

WHAT'S NEXT?

The search for convenient meal solutions and an ageing population set to restrict growth

"Imperfect" produce could deliver growth opportunities

E-commerce still full of potential but store-based retailers will remain dominant

CHANNELS

Supermarkets continue to dominate but other channels make inroads

Retail e-commerce still full of potential despite reduced growth opportunities

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

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/sugar-and-sweeteners-in-japan/report.