



**Euromonitor
International**

Fruits in Japan

December 2025

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Fruits in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demographic and economic factors weigh on demand

INDUSTRY PERFORMANCE

Total volume sales remain flat in 2025 with acai bowls a standout trend in foodservice

Quality and provenance drive loyalty in Japan's fruit market

WHAT'S NEXT?

Total volume sales unlikely to see significant movement

Opportunities exist for imported and non-standard fruits

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Fresh Food in Japan - Industry Overview

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Rising prices and a shrinking population limit growth opportunities in 2025

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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

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