



Euromonitor
International

Butter and Spreads in Japan

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail value sales increase due to unit price increase

Megmilk Snow Brand Co Ltd stays out in front

Supermarkets leads sales, while health and beauty specialists expands

PROSPECTS AND OPPORTUNITIES

Population decline to affect sales

Unhealthy image of margarine will continue to impact sales

Labour shortages provide potential for products that contribute to alleviating staff shortages in the foodservice sector

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2020-2025

Table 2 - Sales of Butter and Spreads by Category: Value 2020-2025

Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Butter and Spreads: % Value 2021-2025

Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025

Table 7 - Distribution of Butter and Spreads by Format: % Value 2020-2025

Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030

Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030

Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Butter and Spreads 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 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 16 - Penetration of Private Label by Category: % Value 2020-2025

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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