



Fish and Seafood in Japan

December 2025

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Fish and Seafood in Japan - Category analysis

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2025 DEVELOPMENTS

Rising prices and desire for convenience negatively impacts retail demand

INDUSTRY PERFORMANCE

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Frozen products seeing growing demand at the expense of fresh options

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Smaller households and the search for convenience informs market demand

Economic pressures forcing players to rethink their strategies

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

"Imperfect" produce could deliver growth opportunities

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