



Euromonitor
International

Meals and Soups in Japan

November 2025

Table of Contents

Meals and Soups in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meals and soups boosted by demand for convenient options and innovation

INDUSTRY PERFORMANCE

Rapid price rise supports value sales growth for meals and soups

Price hikes in rice impact demand in meals and soups

WHAT'S NEXT?

Manufacturers and retailers will continue to invest in frozen ready meals

High-protein foods to gain ground

Brand collaborations and subcultures support sales momentum

COMPETITIVE LANDSCAPE

Convenience store giants fuel growth

Players focus on value offers amid rising prices

CHANNELS

Supermarkets and convenience stores lead distribution in meals and soups

Frozen bento delivery model faces intensifying competition

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Japan - Industry Overview

EXECUTIVE SUMMARY

Consumers cut back due to inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Unit price hikes push value sales in 2025

Convenience demand intensifies, shaping innovation

Surging costs in rice result in consumer shift towards alternatives, impacting preferences in ingredients

WHAT'S NEXT?

Continued shift away from rice and towards alternative staples
Anticipated rising demand for ingredients suited to pasta and flour-based meals

COMPETITIVE LANDSCAPE

Domestic players dominate a highly fragmented landscape
Leading companies maintain stronghold through rapid response to evolving demand

CHANNELS

Convenience stores sees expansion as hybrid work models gain ground
Drugstores invest in broadening offer while e-commerce rises slowly

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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