



**Euromonitor
International**

Cheese in Japan

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slight decrease in value terms despite unit price increase

Megmilk Snow Brand Co Ltd retains lead

Supermarkets benefits from key role in overall grocery shopping

PROSPECTS AND OPPORTUNITIES

Population decline shrinking potential consumer base

Healthy image of cheese and an ageing population will benefit the category

Growing focus on sustainability provides opportunities for plant-based products

CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2020-2025

Table 2 - Sales of Cheese by Category: Value 2020-2025

Table 3 - Sales of Cheese by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cheese by Category: % Value Growth 2020-2025

Table 5 - Sales of Spreadable Cheese by Type: % Value 2020-2025

Table 6 - Sales of Soft Cheese by Type: % Value 2020-2025

Table 7 - Sales of Hard Cheese by Type: % Value 2020-2025

Table 8 - NBO Company Shares of Cheese: % Value 2021-2025

Table 9 - LBN Brand Shares of Cheese: % Value 2022-2025

Table 10 - Distribution of Cheese by Format: % Value 2020-2025

Table 11 - Forecast Sales of Cheese by Category: Volume 2025-2030

Table 12 - Forecast Sales of Cheese by Category: Value 2025-2030

Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Cheese 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 15 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - 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/cheese-in-japan/report.