

# Plant-Based Dairy in Japan

August 2024

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## Plant-Based Dairy in Japan - Category analysis

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#### 2024 DEVELOPMENTS

Inflationary pressure negatively impacts plant-based dairy, in particular soy drinks

Products containing no sugar continue to perform well

Major dairy players join plant-based dairy

#### PROSPECTS AND OPPORTUNITIES

Maturity of soy drinks will continue to impact the growth of plant-based dairy

Other plant-based milk and plant-based yoghurt have potential for further growth, driven by expected promotion by dairy players

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