



# Other Dairy in Japan

August 2024

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## Other Dairy in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Continued impact of inflationary pressure  
Fromage frais and quark fits with the health trend  
Morinaga leads other dairy due to wide product range and resilience

#### PROSPECTS AND OPPORTUNITIES

Other dairy set to see solid growth, driven by the popularity of chilled dairy desserts  
Continuous competition for mass brands from convenience store private label lines  
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