

Frozen Food Market in Japan: Key Research Findings 2012

◆ Research Outline

Yano Research Institute has conducted a study on frozen food market with the following conditions:

1. Research period: From May to August, 2012
2. Research targets: Leading companies, related industrial organizations, public offices, etc.
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, questionnaire, and literature research

◆ Key Findings

■ Size of Frozen Food Market in FY2011 Attained 1,203 Billion Yen

Frozen market in FY 2011 is estimated to increase by 3.9% on year-over-year bases to attain 1,203 billion yen. Among frozen food developed for household meals, ready-made dishes are sold well, whereas those developed for professional use, 'bento' and ready-made meals for replacing home meals are in good demand.

■ Frozen Ready-Made Products Market for FY2011 Estimated to Rise by 5.5% on Y-o-Y Bases, due to Consumers' Tendency to Dine at Home for Saving Money; to Simplify Cooking; and to Increased Demands for Bento

■ Frozen Ready-Made Noodles Market for FY2011 Estimated to Increase by 5.1% on Y-o-Y Bases: Products with Mid-to-High Prices Gained Popularity and New Product Development is Active

◆ Report format:

Published report: "Foods Market 2012"

Issued on: August 31, 2012

Language: Japanese

Format: 1,170 pages in A4 format

Price: 126,000 yen (6,000 yen of consumption tax shall be charged for the sales in Japan.)

Contacts: Public Relations

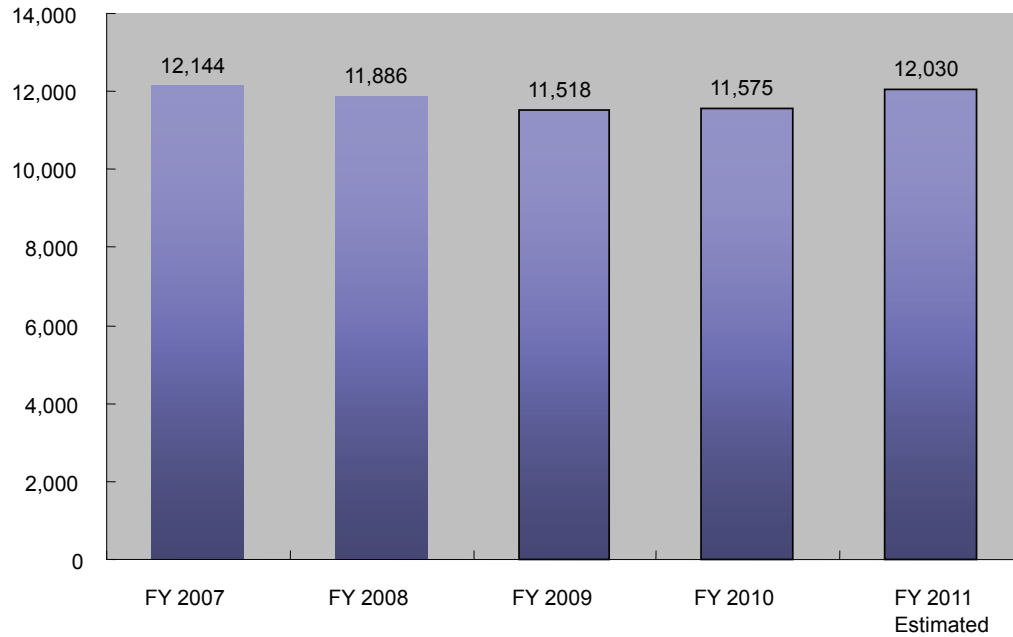
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■ **Figure 1: Transition of Estimated Size of Frozen Food Market**

Hundred Million Yen



Notes:

1. The figures are based on shipment value of manufacturers.

■ **Table 1 : List of Targeted Items**

Category	Targeted Items
Frozen Foods	Frozen agricultural materials, frozen seafood materials, frozen cooked rice dishes, frozen noodles, frozen pizzas/gratin, etc.

■ **Table2 : Transition of Estimated Size of Frozen Ready-Made Meals for Households Market**

(Hundred Million Yen)

	FY 2010		FY 2011 (Estimate)	
	Market size	Y-o-Y	Market size	Y-o-Y
Frozen meals for homes	2,298	103.5%	2,425	105.5%

Notes:

2. The figures are based on shipment value of manufacturers.
3. The figures exclude frozen pizzas, frozen noodles, frozen cooked rice dishes.

■ **Table3 : Transition of Estimated Size of Frozen Ready-Made Meals for Households Market**

(Hundred Million Yen)

	FY 2010		FY 2011 (Estimate)	
	Market size	Y-o-Y	Market size	Y-o-Y
Frozen noodles for homes	890	106.2%	935	105.1%

Notes:

4. The figures are based on shipment value of manufacturers.