

## **Food Delivery Service Market in Japan: Key Research Findings 2017**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on the domestic food delivery service market with the following conditions:**

1. Research period: May to July, 2017
2. Research target: Food/meal delivery service providers, fast food/restaurant chains, convenience stores, co-op, mass merchandisers, dairy products manufacturers, food-delivery support service providers, and other related companies and organizations
3. Research methodologies: Face-to-face interviews by the specialized researchers, surveys via telephone/email/online, and literature research

#### **What is the Food Delivery Service Market?**

The food delivery service market in this research indicates the following ten categories:

- 1) Home meal delivery services, 2) Deli delivery services, 3) Pizza delivery services, 4) Sushi delivery services, 5) Meals from restaurant/fast food chains, 6) Milk delivery services, 7) Co-op delivery services, 8) Online supermarkets, 9) Convenience store meal deliveries, and 10) Natural food delivery services. Note that all the above market categories are delivery services of food and that they exclude those of commodities and sundries.

### ◆ **Key Findings**

#### ■ **FY2016 Food Delivery Service Market Attained 2,078.2 Billion Yen, 103.3% on Y-o-Y Basis**

The food delivery service market (total value of 10 main categories) in FY2016 rose to 2,078.2 billion yen, 103.3% of the size of the previous fiscal year. Whereas the domestic food related markets as a whole are on the decline in such an ageing society with fewer children, the food delivery service market remains stable with its size having reached 2 trillion yen in FY2015.

#### ■ **With Expanding Demand Shown by Seniors, Food Delivery Services Providers Try to Attract by Enhancing Products and Services**

The seniors are to become important users in the food delivery service market, not to mention dual career families and households with small children. Not only those providers of home meal delivery services that have conventionally been serving for the elderly, but also those of Co-op's individual delivery services, online supermarkets, natural food delivery services, and convenience store meal deliveries have come to be more conscious of the seniors, improving the product ranges and services in order to conform to their preferences.

#### ■ **Food Delivery Service Market Estimated to Achieve 2,398.5 Billion Yen by FY2021, Promising for Expansion**

The food delivery service market (total value of 10 main categories) is projected to achieve 2,141.3 billion yen by FY2017, 103.0% of the size of the year before, and to reach 2,398.5 billion yen by FY2021, with CAGR (Compound Average Growth Rate) from FY2017 to FY2021 to be 2.9%. By trying to mainly attract the seniors and dual-income households, the

food delivery services are likely to make a comparatively large leap forward especially in the categories of home meal delivery services, online supermarkets, and convenience-store meal deliveries.

◆ **Report Format:**

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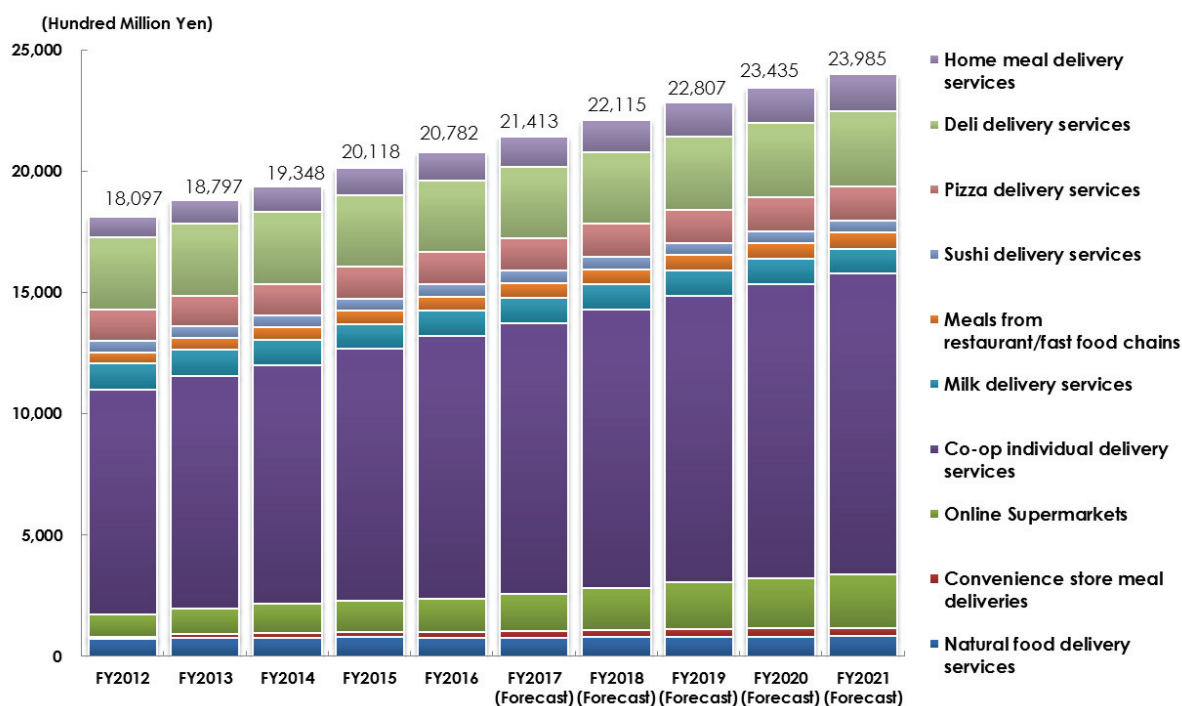
Language: Japanese

Format: 378 pages in A4 format

Price: 130,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

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■ **Figure 1: Transition and Forecast of Food Delivery Service Market Size**

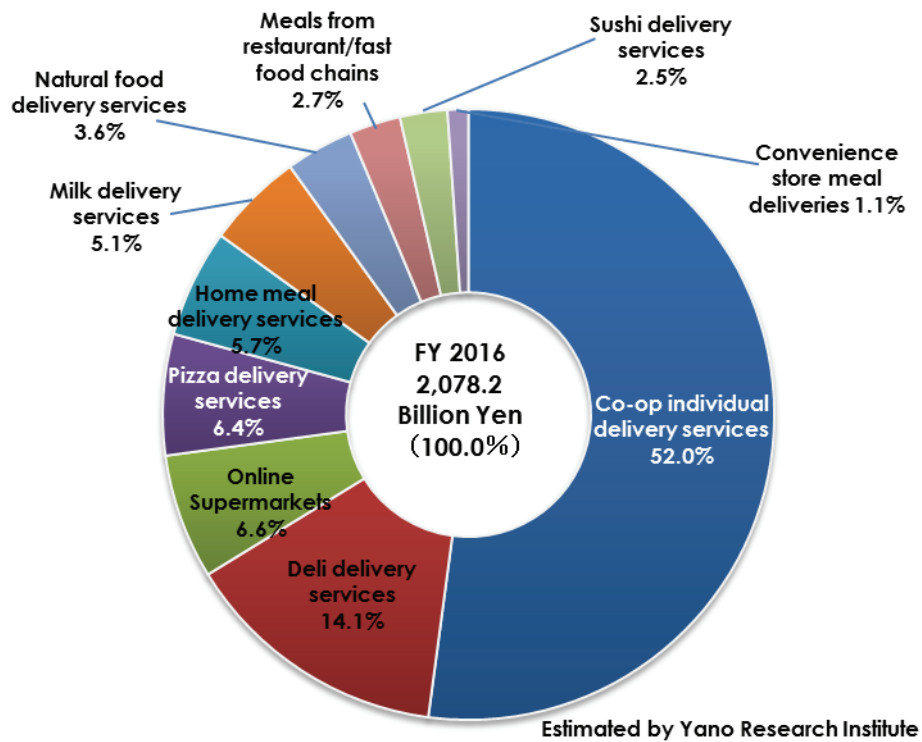


Estimated by Yano Research Institute

Notes:

1. The market size is based on the sales of the businesses.

■ **Figure 2: FY2016 Food Delivery Service Market Share by Category**



Notes:

2. The market share is based on the sales of the businesses.