

# Sushi Restaurants Market Competition Analysis 2025: How Players Are Shaping Growth

*The Business Research Company's Sushi Restaurants Market Competition Analysis 2025: How Players Are Shaping Growth*

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The Sushi Restaurants market is dominated by a mix of global restaurant chains, regional culinary brands, and independent local establishments. Companies are focusing on menu innovation, sustainable seafood sourcing, digital ordering platforms, and immersive dining experiences to strengthen market presence and enhance customer loyalty. Understanding the competitive landscape, shifting consumer

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It will grow to \$11.6 billion in 2029 at a compound annual growth rate (CAGR) of 7.4%.”

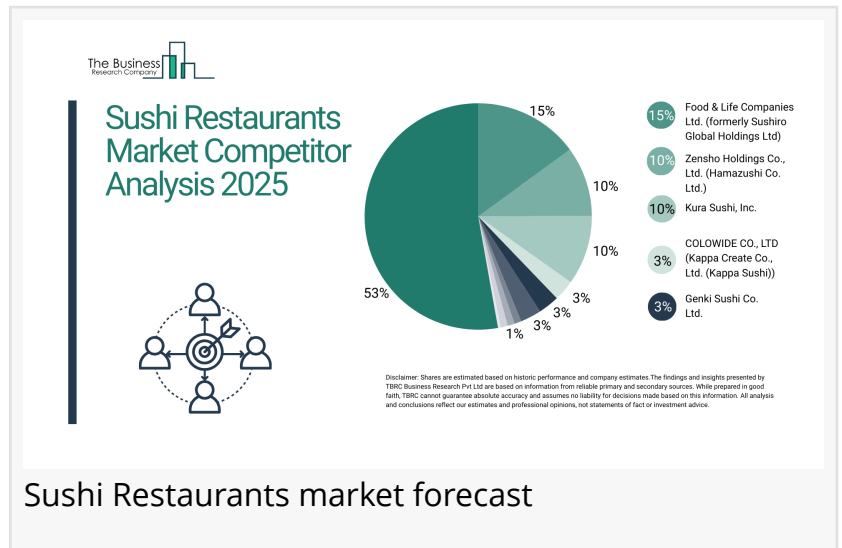
*The Business Research Company*

preferences, and emerging regional trends is key for stakeholders seeking growth opportunities, brand differentiation, and strategic expansion within the global sushi dining industry.

**Which Market Player Is Leading the Sushi Restaurants Market?**

According to our research, Food & Life Companies Ltd. led

global sales in 2024 with a 15% market share. The company is completely involved in the sushi restaurants market, provides Japan's largest conveyor-belt sushi chains, offering a broad menu of nigiri, rolls, and seasonal specialty items at value price points. The group supports high-volume dine-in operations (kaiten/conveyor format), takeout and delivery, and international expansion across Asia. It runs centralized supply and quality systems to maintain consistency across outlets and leverages promotions and limited-time menus to drive repeat visits



## How Concentrated Is the Sushi Restaurants Market?

The market is concentrated, with the top 10 players accounting for 46% of total market revenue in 2023. This level of concentration reflects the strong market presence of established players, brand recognition, and scale of operations, while smaller competitors cater to regional and niche segments. Leading companies such as Danaher Corporation (Leica Biosystems) and Thermo Fisher Scientific Inc. dominate the market through strong product portfolios, global distribution networks, and continuous innovation in automated and rotary microtome systems. Other key players, including Sakura Finetek Inc., Cardinal Health Inc., BIOBASE Group, and RWD Life Science Co. Ltd, focus on specialized and cost-effective solutions to cater to diverse laboratory needs. As demand for high-quality tissue diagnostics and digital pathology integration rises, the market is expected to witness further consolidation, strategic collaborations, and technological advancements to enhance precision, workflow efficiency, and diagnostic accuracy.

- Leading companies include:

- o Food & Life Companies Ltd. (formerly Sushiro Global Holdings Ltd) (15%)
- o Zensho Holdings Co., Ltd. (Hamazushi Co. Ltd.) (10%)
- o Kura Sushi, Inc. (10%)
- o COLOWIDE CO., LTD (Kappa Create Co., Ltd. (Kappa Sushi)) (3%)
- o Genki Sushi Co. Ltd. (3%)
- o Sushi Daily (3%)
- o Itsu Ltd. (1%)
- o Wasabi Co. Limited (1%)
- o Yo! Sushi Ltd. (1%)
- o Sushi Tei Pte Ltd. (0.4%)

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## Which Companies Are Leading Across Different Regions?

- North America: Mr. Sushi, Rock N Roll Sushi, Food & Life Companies Ltd., RA Sushi, Benihana, Inc., Kura Sushi USA, Sushi Roku, Nobu Restaurants, Sugarfish by Sushi Noz, Blue Ribbon Sushi, Sushi Yasuda, Sushi Nakazawa, Bento Sushi, Kinka Family, Sushi Shop, TORA Sushi, Kibo Sushi House, Aji Sai Sushi, Sushi Kaji, and Spring Sushi are some of the leading companies in this region.
- Asia Pacific: Sushi Zoku, Sushi Izu, Sukiyabashi Jiro, Sushiro, Sushi Sushi, Ginza Onodera, Kura Sushi, Hama Sushi (Hamazushi), Sai Gyō no Bansan, Haevichi Hotel & Resort, and Sushi Mer. and more are some of the leading companies in this region.
- Western Europe: Itsu Ltd., Wasabi Co. Limited, Yo! Sushi Ltd., Wasabi, Sushi Mania, and Sticks 'N' Sushi UK Limited are some of the leading companies in this region.
- Eastern Europe: Japanos, CUDO, Kura Sushi, Hama Sushi (Hamazushi), Sai Gyō no Bansan, and Sushiro are some of the leading companies in this region.
- South America: SushiClub, Temakeria & Cia, Sushilito, Sushi Pop, and Kokoro Sushi are some of the leading companies in this region.

### What Are the Major Competitive Trends in the Market?

- Responsible And Traceable Seafood Sourcing is transforming dining efficiency and customer engagement.
- Example: Kura Sushi tech-enhanced outlet in Boulder, Colorado (July 2025) assigns touchscreen ordering at each table, automated plate-count billing and a fully conveyor-belt delivery system.
- These innovations leverage automation to scale efficiently while minimizing labor reliance.

### Which Strategies Are Companies Adopting to Stay Ahead?

- Launching menu innovation and limited-time offerings to strengthen market position
- Enhancing digital ordering, delivery platforms, and mobile apps
- Focusing on sustainable sourcing and eco-friendly practices
- Leveraging global or via franchise partnerships for scalable risk management

Access the detailed Sushi Restaurants report here:

<https://www.thebusinessresearchcompany.com/report/sushi-restaurants-global-market-report>

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