

Japan Upcycled Food Products Market Size to Grow from \$2.1 Bn to \$3.8 Bn by 2031 | Says DataM Intelligence

Japan Upcycled Food Products Market is set to grow from \$2.1B in 2023 to \$3.8B by 2031, driven by rising sustainability demand.

TOKYO, YOKOHAMA, JAPAN, July 10, 2025 /EINPresswire.com/ -- Market Overview

[Japan Upcycled Food Products Market Size](#) was valued at approximately US\$ 2.1 Billion in 2023 and is projected to rise to around US\$ 3.8 Billion by 2031, expanding at a market is anticipated to expand at an annual growth rate of 3.4% over the period from 2024 to 2031.



The Japan Upcycled Food Products Market is witnessing robust growth, driven by increasing awareness of food waste reduction, consumer interest in sustainable consumption, and innovative product development. With a rising number of eco-conscious consumers and regulatory support for circular economy practices, the market is projected to grow steadily over the forecast period.



Japan's Upcycled Food Products Market is booming as consumers demand sustainable choices projected to hit \$3.8B by 2031, up from \$2.1B in 2023."

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Market Drivers & Opportunities

Food Waste Reduction Initiatives: Japan's commitment to halving food waste by 2030 under the Food Loss Reduction Promotion Act has fostered a supportive environment for upcycled food

innovation.

Consumer Trends: Increasing demand for clean-label, sustainable, and health-oriented products is encouraging companies to invest in upcycled product development.

R&D and Technological Advancements: Food tech startups and research institutions are driving innovation in fermentation, drying, and stabilization technologies to enhance the quality and shelf life of upcycled food.

Corporate Sustainability Goals: Food companies are incorporating upcycling into their ESG (Environmental, Social, and Governance) strategies to enhance brand image and meet sustainability targets.

Geographical Market Share

While Japan is leading the regional shift toward upcycled food innovations, other markets such as the United States and parts of Europe are setting benchmarks in scaling commercialization. Within Japan, urban regions like Tokyo, Osaka, and Nagoya are emerging as key hubs due to higher consumer awareness and a thriving food innovation ecosystem. The market is also seeing adoption in suburban areas through e-commerce and retail channels focusing on eco-friendly lifestyles.

Key Players

Several players are actively contributing to the growth of Japan's upcycled food market, including:

CRUST Group

Oisix Ra Daichi Co., Ltd.

Aranea LLC.

DEAN & DELUCA

Norwegian Mycelium

Loss Zero

Tokyo Co., Ltd.

Market Segmentation:

By Source; Food Waste, Agricultural by-products, Brewery and Distillery Waste, Other

By Ingredient Type: Proteins, Fibers, Oils and Fats, Flours, Sweeteners, Others

By Product: Snacks & Beverages, Bakery & Confectionery, Ingredients & Additives, Meat & Seafood, Pet Food, Other

By Distribution Channel: Supermarkets & Hypermarkets, Specialty Stores, Online, Other

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Recent Developments

In the USA

April 2025 - A leading U.S. food tech company launched a new range of upcycled protein bars using spent grains and citrus peel, distributed across major retail chains in North America.

September 2024 - A U.S.-based certification body expanded its "Upcycled Certified" label program, enabling more food companies to gain official recognition and attract sustainability-conscious consumers.

In November 2024 - Norwegian company Mycelium (NoMy) established a subsidiary in Sapporo, Japan, aiming to expand its sustainable fermentation technology that transforms agricultural byproducts into alternative proteins.

In August 2024 - Upcycled Foods, Inc. introduced Atoria's Family Bakery Mini Upcycled Naan through a partnership with the Upcycled Foods Lab. These mini flatbreads are crafted using upcycled barley, wheat, and rye flours.

In Japan

March 2025 - A Japanese beverage firm introduced a new line of upcycled teas made from discarded fruit peels and tea stems, aimed at both domestic and export markets.

August 2024 - A Tokyo-based startup partnered with local sake breweries to convert rice bran waste into high-protein snack products, receiving national acclaim for circular innovation.

Conclusion

The Japan Upcycled Food Products Market is rapidly evolving as environmental concerns and consumer preferences converge toward more sustainable food systems. With strong government backing, corporate innovation, and growing consumer demand, the market presents vast potential for both domestic and global players. The future of food in Japan is not

only about taste and nutrition but also about responsibility and regeneration.

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