

Savoury Snacks in Japan

Market Direction | 2022-07-06 | 24 pages | Euromonitor

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Report description:

Savoury snacks is set to see an increase in retail current value terms in 2022, due to increases in unit prices. In 2021, as the Japanese inflation rate has historically been relatively stable and Japanese consumers are not used to seeing price increases in the market, many manufacturers in Japan delayed price increases as much as possible, as increasing unit prices can potentially receive instant negative feedback from consumers. However, in 2022, as raw materials prices and logistics costs con...

Euromonitor International's Savoury Snacks in Japan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Savoury Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Inflation and the lifting of quasi-state of emergency negatively impact retail volume sales in 2022

Smaller packs of potato chips and potato-based puffed snacks due to difficulty securing potato supplies

Calbee continues to focus on flavour and texture innovation to keep consumers interested

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Collaborations with well-known anime, celebrities and other snack brands likely to continue

Using a healthier image to expand the consumer base

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