

## **Snacks in Japan**

Market Direction | 2022-07-06 | 82 pages | Euromonitor

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### **Report description:**

Snacks is set to see a slight increase in retail current value terms in 2022, mainly driven by inflation. Although in 2021 several companies delayed price increases as much as possible, price revision has become inevitable in 2022, as the costs of raw materials and logistics continue to increase significantly. More pronounced price surges are set to be seen in the latter half of the year, as several major companies have price increases scheduled to be implemented from June 2022.

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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##### PROSPECTS AND OPPORTUNITIES

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Ezaki Glico continues pushing health-oriented concepts

##### PROSPECTS AND OPPORTUNITIES

Flavour innovation set to slow, but will remain a key focus to attract consumers

Active collaboration with popular manga, anime, celebrities, characters, and other brands to continue

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