

## **Snacks in Japan**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Snacks in Japan  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### SNACKS IN JAPAN

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN JAPAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Chocolate confectionery set to see an increase in value sales as inflation kicks in

Major companies hopping on the healthier products trend as health-consciousness rises

##### PROSPECTS AND OPPORTUNITIES

Flavour innovation will continue as manufacturers compete for consumers

Product packaging a driver of sales of chocolate confectionery

Shift towards low-priced products and "petit premium" accelerated by inflation and demand for home indulgence

##### CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022  
 Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022  
 Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022  
 Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022  
 Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027  
 Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027  
 Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027  
 Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

#### GUM IN JAPAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Recovery in 2022 is slow, as home seclusion and mask-wearing continue  
 Lotte focuses on functional products which correspond to change in consumers' lifestyles  
 Mondelez Japan's key advertising messages are refreshment and motivational enhancement

##### PROSPECTS AND OPPORTUNITIES

Active collaboration with celebrities and anime likely to continue  
 Enhancing the experience to attract younger consumers  
 Manufacturers are shifting towards sustainable packaging

##### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022  
 Table 26 Sales of Gum by Category: Value 2017-2022  
 Table 27 Sales of Gum by Category: % Volume Growth 2017-2022  
 Table 28 Sales of Gum by Category: % Value Growth 2017-2022  
 Table 29 Sales of Gum by Flavour: Rankings 2017-2022  
 Table 30 NBO Company Shares of Gum: % Value 2018-2022  
 Table 31 LBN Brand Shares of Gum: % Value 2019-2022  
 Table 32 Distribution of Gum by Format: % Value 2017-2022  
 Table 33 Forecast Sales of Gum by Category: Volume 2022-2027  
 Table 34 □Forecast Sales of Gum by Category: Value 2022-2027  
 Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027  
 Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

#### SUGAR CONFECTIONERY IN JAPAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sugar confectionery set to see modest recovery as employees start returning to the office  
 Healthier image drives recovery of pastilles, gummies, jellies and chews  
 Shift of advertising message towards refreshment and longer-lasting products

##### PROSPECTS AND OPPORTUNITIES

Product innovation to remain a key focus to drive sales of sugar confectionery  
 Social media will be key to attract the younger generation  
 Shifting toward pouches with zip lock and sustainable packaging

##### CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2022  
 Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022  
 Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022  
 Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022  
 Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN JAPAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks remains stable as demand for light meal substitutes and snacking continues

Consumers opt for purchases with a price advantage and "petit premium"

Demand for protein/energy bars continues growing

### PROSPECTS AND OPPORTUNITIES

Focus on strengthening presence of existing brands through collaborations, seasonal flavours and packaging designs

Approaches towards more sustainable packaging are starting to be seen

### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

## ICE CREAM IN JAPAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Ice cream declines in volume terms due to consumers' limited spending capacity

Lotte strengthens its existing brands through active collaborations and innovation

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Increased environmental awareness and new regulation drive players to shift to sustainable packaging

#### CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

#### SAVOURY SNACKS IN JAPAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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

##### PROSPECTS AND OPPORTUNITIES

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

Using a healthier image to expand the consumer base

Manufacturers are shifting towards more sustainable packaging

#### CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2022

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Snacks in Japan

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com