

Sugar Confectionery in Japan

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

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Report description:

In 2021, recovery to the pre-pandemic level of sales of sugar confectionery was not yet seen in retail current value terms, as home seclusion continued. In Japan, products such as power mints and boiled sweets are popularly consumed on-the-go or in the office. Many Japanese employees who are keen on breath care take power mints to prevent bad breath after smoking and having meals, while boiled sweets are consumed to keep them alert and prevent sleepiness. With the sharp increase in COVID-19 case...

Euromonitor International's Sugar Confectionery 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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Euromonitor International
July 2022

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Shift of advertising message towards refreshment and longer-lasting products

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