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Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

Market Direction | 2022-07-06 | 29 pages | Euromonitor

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Report description:

In 2021, sales of sweet biscuits, snack bars and fruit snacks stalled after performing particularly well in 2020. This was due to the slight decline in demand for bulk purchases compared with 2020. However, as consumers in Japan, especially busy consumers, see sweet biscuits, snack bars and fruit snacks as a perfect option for a light meal or regular snacking while working or relaxing at home, sales in 2021 remained higher than the pre-COVID-19 level. Their long expiry date and the fact that the...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?
* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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.

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