

Sweet Spreads in Japan

Market Direction | 2022-11-07 | 21 pages | Euromonitor

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Report description:

Sweet spreads is set to see declines in both retail volume and current value terms in 2022, after its sales soared in 2020 due to panic-buying at the beginning of COVID-19, and interest in the health benefits of honey and peanut butter. With the lifting of the quasi-state of emergency and price increases for sweet spreads and related products, such as bread and butter, consumers in Japan are expected to purchase fewer sweet spreads in 2022 compared with 2021.

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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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