

Snacks in Japan

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Report description:

Snacks is set to see an increase in sales in retail current value terms in 2023, mainly due to increases in unit prices across all snacks categories. Although many manufacturers had already implemented price increases in 2022, the costs of raw materials, logistics, and energy continue to rise, and it is becoming inevitable that many manufacturers will raise their prices again in 2023. Several major manufacturers have already announced price increases, with many implementing increases between Feb...

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 2018-2022, 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 2027, 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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Lotte remains the leading player in ice cream, and frequently launches innovative or collaborative products

Retro-themed products gain momentum as they bring consumers back to the "good old days"

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CATEGORY DATA

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Manufacturers launch value-added products to combat losses in profits

Calbee continues to focus on flavour and texture innovation and increasing brand value through special ingredients

PROSPECTS AND OPPORTUNITIES

Launches of seasonal or time-limited flavours and products with unique concepts likely to continue

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