

Snacks in Japan

Market Direction | 2023-06-22 | 78 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 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.

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

www.scotts-international.com

Table of Contents:

Snacks in Japan
Euromonitor International
June 2023

List Of Contents And Tables

SNACKS IN JAPAN

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023
Table 2 Sales of Snacks by Category: Value 2018-2023
Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023
Table 4 Sales of Snacks by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Snacks: % Value 2019-2023
Table 6 LBN Brand Shares of Snacks: % Value 2020-2023
Table 7 Penetration of Private Label by Category: % Value 2018-2023
Table 8 Distribution of Snacks by Format: % Value 2018-2023
Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028
Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028
Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

APPENDIX

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises on food and other necessities negatively impact retail volume sales of chocolate confectionery
Boxed assortments sees a strong rebound thanks to lifting of COVID-19 restrictions
Launch of health-oriented products by major players continues

PROSPECTS AND OPPORTUNITIES

Utilising social networks and creating diverse ways to celebrate Valentine's Day to try and sustain sales
Launching new flavours and collaborating with famous content will remain key to attract consumers

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2023
Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023
Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023
Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023
Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023
 Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023
 Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023
 Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028
 Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028
 Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028
 Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum continues to suffer from mask-wearing, hybrid working, decline in smoking population, and competition with other snacks
 Lotte continues to focus on functional gum and researches different benefits of gum
 A focus on products with health claims

PROSPECTS AND OPPORTUNITIES

Manufacturers shift their focus to other snacks, as gum is not expected to recover
 Collaboration with popular content and celebrities set to continue
 Manufacturers likely to focus on creating new value for gum

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023
 Table 26 Sales of Gum by Category: Value 2018-2023
 Table 27 Sales of Gum by Category: % Volume Growth 2018-2023
 Table 28 Sales of Gum by Category: % Value Growth 2018-2023
 Table 29 Sales of Gum by Flavour: Rankings 2018-2023
 Table 30 NBO Company Shares of Gum: % Value 2019-2023
 Table 31 LBN Brand Shares of Gum: % Value 2020-2023
 Table 32 Distribution of Gum by Format: % Value 2018-2023
 Table 33 Forecast Sales of Gum by Category: Volume 2023-2028
 Table 34 □Forecast Sales of Gum by Category: Value 2023-2028
 Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028
 Table 36 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases and mask-wearing hinder volume sales of sugar confectionery
 Gummies boom in Japan drives sales of pastilles, gummies, jellies and chews
 Retro-themed products bring a needed distraction in an era filled with uncertainty

PROSPECTS AND OPPORTUNITIES

New innovations likely to remain frequent in sugar confectionery
 Health and beauty as potential sales drivers

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2023
 Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023
 Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023
 Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
 Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
 Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
 Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail current value increase mainly driven by price rises

Prominent shrinkflation in sweet biscuits to remain competitive

Blurring of the line between snacks and meals

PROSPECTS AND OPPORTUNITIES

Launch of new flavours and concepts likely to continue

More players likely to enter the health and wellness segment

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 57 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 58 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 63 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 64 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases and lifting of restrictions negatively impact ice cream retail volume sales

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"

PROSPECTS AND OPPORTUNITIES

Cross-brand collaborations will be one strategy used to drive sales of ice cream

More value-added products expected to be seen in the market

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 70 Sales of Ice Cream by Category: Value 2018-2023
 Table 71 Sales of Ice Cream by Category: % Volume Growth 2018-2023
 Table 72 Sales of Ice Cream by Category: % Value Growth 2018-2023
 Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
 Table 74 Sales of Impulse Ice Cream by Format: % Value 2018-2023
 Table 75 NBO Company Shares of Ice Cream: % Value 2019-2023
 Table 76 LBN Brand Shares of Ice Cream: % Value 2020-2023
 Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
 Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
 Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
 Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
 Table 81 □Distribution of Ice Cream by Format: % Value 2018-2023
 Table 82 □Forecast Sales of Ice Cream by Category: Volume 2023-2028
 Table 83 □Forecast Sales of Ice Cream by Category: Value 2023-2028
 Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
 Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases lead to growth in value terms but a decline in volume terms in 2023

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

Shift toward sustainable packaging has slowed, but is likely to resume in the forecast period

Manufacturers likely to offer healthier options to sustain profits and attract health-conscious consumers

CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2023

Table 86 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 87 Sales of Savoury Snacks by Category: Value 2018-2023

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 92 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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 | 2023-06-22 | 78 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="2025-05-05"/>
		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