

Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

Market Direction | 2023-06-22 | 28 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruit snacks is set to increase in retail current value terms in 2023, mainly driven by higher unit prices. Although price increases were implemented by several manufacturers in 2022, further increases have become inevitable in 2023, as the prices of raw materials such as wheat, and energy costs continue to rise. Many manufacturers, such as Morinaga & Co, Ezaki Glico, and Fujiya, increased prices at the beginning of 2023, ranging widely from 3-22% increases...

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 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: 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

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reliable information resources to help drive informed strategic planning.

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Prominent shrinkflation in sweet biscuits to remain competitive

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