

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Japan**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

Euromonitor International

August 2023

List Of Contents And Tables

### **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 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 18 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 19 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 20 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

### **SNACKS IN JAPAN**

#### **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2018-2023

Table 22 Sales of Snacks by Category: Value 2018-2023

Table 23 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Snacks: % Value 2019-2023

Table 26 LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 Penetration of Private Label by Category: % Value 2018-2023

Table 28 Distribution of Snacks by Format: % Value 2018-2023

Table 29 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

## APPENDIX

### DISCLAIMER

### SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

Market Direction | 2023-06-22 | 28 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-08"/>
		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