

Breakfast Cereals in Japan

Market Direction | 2023-11-20 | 21 pages | Euromonitor

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Report description:

Breakfast cereals in Japan is set to suffer a significant retail volume decline in 2023, due to the normalisation of sales from the strong growth seen during COVID-19 in 2020. Breakfast cereals, which had been suffering from a declining trend from 2017, due to a fair degree of maturity, successfully reversed the downwards trend in 2020, thanks to stockpiling and home seclusion driven by COVID-19, with growth continuing in 2021. However, after the government's lifting of the quasi-state of emerge...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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BREAKFAST CEREALS IN JAPAN

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Volume consumption of breakfast cereals decreases due to normalising sales and price increases

Hot cereals turns to decline due to active product launches in other categories

Calbee Inc maintains its lead, Kellogg (Japan) KK holds second position

PROSPECTS AND OPPORTUNITIES

Hot cereals set to contribute to growth in breakfast cereals

Product innovations with a focus on health likely to continue to be seen

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