

## **HW Snacks in Japan**

Market Direction | 2023-11-03 | 11 pages | Euromonitor

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### **Report description:**

The volume growth of snacks in Japan has been hampered by the fact that the population is facing a declining trend. Moreover, companies have been having difficulty controlling product costs and maintaining their profits, as raw materials, energy, and logistics costs increased significantly during the past few years. As a result, snacks players have been looking to sell value-added products to maintain their value sales. Products with health and wellness claims are seen as a promising way to add...

Euromonitor International's HW Snacks in Japan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW Snacks in Japan  
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### **HW SNACKS IN JAPAN**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Health and wellness products seen as a way to add value, and players encourage regular consumption

Concerns about health implications of high sugar consumption mean no sugar accounts for the highest sales

Specific health concerns lead plant-based to see growth from a low base

#### **PROSPECTS AND OPPORTUNITIES**

Launching health and wellness products under existing snacks brands to encourage trials

Vegan set to see a strong performance due to concerns about diet, the environment, and animal welfare

Consumer concern about diseases of the circulatory system will boost cardiovascular health claims

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Overview

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