

Chocolate Confectionery in Japan

Market Direction | 2024-06-20 | 21 pages | Euromonitor

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Report description:

Since 2022, chocolate confectionery in Japan has seen a steady rise in the unit price per kilogram, and this trend is anticipated to persist in 2024. Increasing prices are largely attributed to the premiumisation of confectionery, which began around 2016, with consumers favouring high value-added items, thus pushing up prices. Despite Japanese consumers' sensitivity to price rises, the cost of mass-market brands had remained relatively stable until a shift occurred in 2022. Triggered by rising p...

Euromonitor International's Chocolate Confectionery 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery 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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