

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

Market Direction | 2024-06-20 | 26 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks in Japan is set to see both retail volume and current value growth in 2024. In the midst of rising prices for various products, sweet biscuits is expected to emerge as a standout category in 2024, showing positive retail volume growth. This can be attributed to the affordability of such products compared with other snacks, and the success of multipacks, which offer a lower price per kilogram.

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 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: 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.

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reliable information resources to help drive informed strategic planning.

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June 2024

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**2024 DEVELOPMENTS**

Sweet biscuits sees strong retail volume growth thanks to its price advantage  
Impactful price increases due to premiumisation and inflation  
Morinaga & Co turns its long-selling brands into bar shapes to offer convenience

**PROSPECTS AND OPPORTUNITIES**

Demand for premium biscuits and other gifts likely to increase  
Ingredients cost and supply likely to remain a concern  
Mass brands consistently create excitement by partnering with a range of different brands

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