

## **Breakfast Cereals in Japan**

Market Direction | 2024-11-28 | 21 pages | Euromonitor

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### **Report description:**

Breakfast cereals in Japan is expected to see a slight decline in retail volume terms in 2024, but an increase in retail current value terms compared with the previous year. After consecutive decreases in both retail volume and value terms in 2022 and 2023, the category appears to be on a recovery path. Amongst the factors driving this turnaround are the end of negative impacts caused by the COVID-19 pandemic, and increases in prices, which have contributed to strong value growth. The resumption...

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 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: 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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Players aim to revitalise hot cereals

Calbee maintains its lead, with Kellogg holding second position

#### PROSPECTS AND OPPORTUNITIES

Low retail volume growth anticipated, while retail current value growth will continue to be higher as prices rise

RTE cereals likely to be appreciated for their convenience

Product innovation with a focus on health will continue to be seen

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