

Japan Chocolate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 157 pages | Mordor Intelligence

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Report description:

The Japan Chocolate Market size is estimated at 5.73 billion USD in 2025, and is expected to reach 6.5 billion USD by 2030, growing at a CAGR of 2.56% during the forecast period (2025-2030).

Increasing networking of stores benefits the supermarkets/hypermarkets and convenience stores, making almost 70% of the value share

- Convenience stores are the primary sales channel for chocolates in Japan. They provide an ideal platform for chocolate brands to showcase their products. Convenience stores are the preferred choice of consumers for buying a wide range of chocolate, including milk and dark chocolates, made locally or imported from other countries. The sales value of chocolate through convenience stores increased by 1.7% in 2023 compared to 2022.
- The growing number of convenience stores is another factor anticipated to offer profitable growth opportunities for the chocolate market. As of 2022, there were over 58,000 convenience stores across Japan, most open 24 hours a day, 7 days a week. Among these, 7-Eleven had more than 21,000 stores in Japan, making it the largest convenience store chain in Japan. Family Mart stood in second place with 16,500 locations in Japan.
- After convenience stores, supermarkets and hypermarkets are Japan's second most widely preferred distribution channels for chocolate purchases. The sales value of chocolates in supermarkets and hypermarkets grew by 4.5% from 2021 to 2023. They offer consumers a convenient experience of diverse shopping under a single roof. They provide consumers a premium advantage, i.e., higher availability of chocolate confectionery products at discounts and easy checkouts.
- Online retail channels are expected to grow at the highest rate in the forecast period due to convenience, discounted rates, and one-day delivery options. The sales value of chocolates through online retail channels is expected to register a CAGR of 2.99%

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from 2023 to 2029.

Japan Chocolate Market Trends

The influence of Western culture, coupled with the emerging trend of gifting culture among the Japanese population, increases the demand for chocolates

- Chocolate consumption in Japan is rising owing to the adoption of various Western celebrations and the holiday season. In 2022, the retail sales value of chocolate in Japan amounted to around USD 4.11 billion, which is a rise of 4.17% from 2021.
- In Japan, sustainability is one of the major factors for consumers when purchasing any food products, including chocolates. Between 2017-2022, more than 7,664 chocolate food (98.5%) and drink (1.5%) products were launched in Japan, which included the improvement of their ethical certification credentials, ensuring sustainable cocoa production made with ethical qualities and commitment to people and environment.
- Chocolate confectionery in Japan has generally shifted to multi-packs following the pandemic. After 2021, sales of single portions typically used by office workers saw a substantial decline in sales due to a dip in impulse purchasing as people limited their outdoor time, which led to the rising sales of larger packs.
- The popularity of high cacao chocolate products in Japan contributed to the growth of the chocolate confectionery industry due to the extensive and prominent promotion of cacao health benefits across various media outlets in Japan.

Japan Chocolate Industry Overview

The Japan Chocolate Market is fragmented, with the top five companies occupying 17.34%. The major players in this market are Fujiya Co. Ltd, Lotte Corporation, Meiji Holdings Company Ltd, Nestle SA and Y?ld?z Holding AS (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

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4 KEY INDUSTRY TRENDS

- 4.1 Regulatory Framework
- 4.2 Consumer Buying Behavior
- 4.3 Ingredient Analysis
- 4.4 Value Chain & Distribution Channel Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2030 and analysis of growth prospects)

- 5.1 Confectionery Variant
 - 5.1.1 Dark Chocolate
 - 5.1.2 Milk and White Chocolate
- 5.2 Distribution Channel
 - 5.2.1 Convenience Store
 - 5.2.2 Online Retail Store
 - 5.2.3 Supermarket/Hypermarket
 - 5.2.4 Others

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
 - 6.4.1 Chocoladefabriken Lindt & Sprungli AG
 - 6.4.2 Ezaki Glico Co. Ltd
 - 6.4.3 Ferrero International SA
 - 6.4.4 Fujiya Co. Ltd
 - 6.4.5 Lotte Corporation
 - 6.4.6 Mars Incorporated
 - 6.4.7 Meiji Holdings Company Ltd
 - 6.4.8 Mondelez International Inc.
 - 6.4.9 Morinaga & Co. Ltd
 - 6.4.10 Nestle SA
 - 6.4.11 ROYCE' Confect Co. Ltd
 - 6.4.12 The Hershey Company
 - 6.4.13 Yuraku Confectionery Co. Ltd
 - 6.4.14 Y?ld?z Holding AS

7 KEY STRATEGIC QUESTIONS FOR CONFECTIONERY CEOS

8 APPENDIX

- 8.1 Global Overview
 - 8.1.1 Overview
 - 8.1.2 Porter's Five Forces Framework
 - 8.1.3 Global Value Chain Analysis
 - 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures

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- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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