

Savoury Snacks in Japan

June 2024

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2024 DEVELOPMENTS

Salty snacks drives the growth of savoury snacks in Japan

Continuous dramatic increases in unit price

Amajoppai (salty-sweet) flavour is booming

PROSPECTS AND OPPORTUNITIES

Major brands continue to create buzz through collaborations with various brands

Expanding the range of products to meet inbound and souvenir demand

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