

Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

June 2024

Table of Contents

KEY DATA FINDINGS

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

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
Table 9 - NBO Company Shares of Snack Bars: % Value 2020-2024
Table 10 - LBN Brand Shares of Snack Bars: % Value 2021-2024
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
Table 15 - Distribution of Snack Bars by Format: % Value 2019-2024
Table 16 - Distribution of Fruit Snacks by Format: % Value 2019-2024
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

Snacks in Japan - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2019-2024
Table 22 - Sales of Snacks by Category: Value 2019-2024
Table 23 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 24 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 25 - NBO Company Shares of Snacks: % Value 2020-2024
Table 26 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 27 - Penetration of Private Label by Category: % Value 2019-2024
Table 28 - Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-japan/report.