

Breakfast Cereals in Japan

November 2023

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Breakfast Cereals in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume consumption of breakfast cereals decreases due to normalising sales and price increases Hot cereals turns to decline due to active product launches in other categories

Calbee Inc maintains its lead, Kellogg (Japan) KK holds second position

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Hot cereals set to contribute to growth in breakfast cereals

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