Breakfast Cereals in Japan

November 2023

Table of Contents
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

PROSPECTS AND OPPORTUNITIES
Hot cereals set to contribute to growth in breakfast cereals
Product innovations with a focus on health likely to continue to be seen

CATEGORY DATA
Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023
Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Staple Foods in Japan - Industry Overview

EXECUTIVE SUMMARY
Staple foods in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA
Table 12 - Sales of Staple Foods by Category: Volume 2018-2023
Table 13 - Sales of Staple Foods by Category: Value 2018-2023
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 18 - Penetration of Private Label by Category: % Value 2018-2023
Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES
Summary 1 - Research Sources
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