**Savoury Snacks in Japan - Category analysis**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Price increases lead to growth in value terms but a decline in volume terms in 2023

Manufacturers launch value-added products to combat losses in profits

Calbee continues to focus on flavour and texture innovation and increasing brand value through special ingredients

**PROSPECTS AND OPPORTUNITIES**

Launches of seasonal or time-limited flavours and products with unique concepts likely to continue

Shift toward sustainable packaging has slowed, but is likely to resume in the forecast period

Manufacturers likely to offer healthier options to sustain profits and attract health-conscious consumers

**CATEGORY DATA**

**Summary 1** - Other Savoury Snacks by Product Type: 2023

**Table 1** - Sales of Savoury Snacks by Category: Volume 2018-2023

**Table 2** - Sales of Savoury Snacks by Category: Value 2018-2023

**Table 3** - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

**Table 4** - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

**Table 5** - NBO Company Shares of Savoury Snacks: % Value 2019-2023

**Table 6** - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

**Table 7** - Distribution of Savoury Snacks by Format: % Value 2018-2023

**Table 8** - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

**Table 9** - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

**Table 10** - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

**Table 11** - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

**Snacks in Japan - Industry Overview**

**EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

**MARKET DATA**

**Table 12** - Sales of Snacks by Category: Volume 2018-2023

**Table 13** - Sales of Snacks by Category: Value 2018-2023

**Table 14** - Sales of Snacks by Category: % Volume Growth 2018-2023

**Table 15** - Sales of Snacks by Category: % Value Growth 2018-2023

**Table 16** - NBO Company Shares of Snacks: % Value 2019-2023

**Table 17** - LBN Brand Shares of Snacks: % Value 2020-2023

**Table 18** - Penetration of Private Label by Category: % Value 2018-2023

**Table 19** - Distribution of Snacks by Format: % Value 2018-2023

**Table 20** - Forecast Sales of Snacks by Category: Volume 2023-2028

**Table 21** - Forecast Sales of Snacks by Category: Value 2023-2028

**Table 22** - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

**Table 23** - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

**APPENDIX**

**DISCLAIMER**
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