

Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

June 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail current value increase mainly driven by price rises
Prominent shrinkflation in sweet biscuits to remain competitive
Blurring of the line between snacks and meals

PROSPECTS AND OPPORTUNITIES

Launch of new flavours and concepts likely to continue
More players likely to enter the health and wellness segment

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023
Table 9 - NBO Company Shares of Snack Bars: % Value 2019-2023
Table 10 - LBN Brand Shares of Snack Bars: % Value 2020-2023
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2019-2023
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2018-2023
Table 15 - Distribution of Snack Bars by Format: % Value 2018-2023
Table 16 - Distribution of Fruit Snacks by Format: % Value 2018-2023
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit 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 21 - Sales of Snacks by Category: Volume 2018-2023
Table 22 - Sales of Snacks by Category: Value 2018-2023
Table 23 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 24 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 25 - NBO Company Shares of Snacks: % Value 2019-2023
Table 26 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 27 - Penetration of Private Label by Category: % Value 2018-2023
Table 28 - Distribution of Snacks by Format: % Value 2018-2023
Table 29 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

APPENDIX

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SOURCES

Summary 1 - Research Sources

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