

HW Snacks in Japan

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness products seen as a way to add value, and players encourage regular consumption
Concerns about health implications of high sugar consumption mean no sugar accounts for the highest sales
Specific health concerns lead plant-based to see growth from a low base

PROSPECTS AND OPPORTUNITIES

Launching health and wellness products under existing snacks brands to encourage trials
Vegan set to see a strong performance due to concerns about diet, the environment, and animal welfare
Consumer concern about diseases of the circulatory system will boost cardiovascular health claims

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Japan - Industry Overview

EXECUTIVE SUMMARY

Overview

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