

# Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

July 2022

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## Sweet Biscuits, Snack Bars and Fruit Snacks in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks remains stable as demand for light meal substitutes and snacking continues

Consumers opt for purchases with a price advantage and “petit premium”

Demand for protein/energy bars continues growing

#### PROSPECTS AND OPPORTUNITIES

Focus on strengthening presence of existing brands through collaborations, seasonal flavours and packaging designs

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