



Euromonitor
International

Chocolate Confectionery in Japan

June 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising popularity of tablets

Meiji retains the lead

Extensive sales network from mass market to street stores

PROSPECTS AND OPPORTUNITIES

Steady demand for cocoa's health benefits

Rising expectations for alternative cocoa and alternative cocoa butter

High demand for chocolate as gifts continues

Summary 1 - Other Chocolate Confectionery by Product Type: 2025

CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2020-2025

Table 2 - Sales of Chocolate Confectionery by Category: Value 2020-2025

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025

Table 5 - Sales of Chocolate Tablets by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2021-2025

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2020-2025

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

Snacks in Japan - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025

Table 14 - Sales of Snacks by Category: Value 2020-2025

Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Snacks: % Value 2021-2025

Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Snacks by Format: % Value 2020-2025

Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-japan/report.