



**Euromonitor
International**

Baked Goods in Japan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued current value growth mainly driven by pastries and cakes
- Dessert mixes rebounds due to recent product innovations
- Yamazaki continues to lead baked goods, Shikishima holds second position

PROSPECTS AND OPPORTUNITIES

- Limited retail volume growth expected, while retail current value growth will remain stronger, driven by time-saving and recovery in tourism
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Staple Foods in Japan - Industry Overview

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