



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cost-effective biscuits gaining approval
Bourbon Corp continues to lead the market
Long-Sellers Dominate Sales Without Increasing Floor Space

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Slight increase in sweet biscuits market value
Broad marketing strategies from social media to packaging
Rising demand for premium biscuits as gifts

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-japan/report.