

# **Snacks in Japan**

June 2025

Table of Contents

## Snacks in Japan

#### EXECUTIVE SUMMARY

Snacks in 2025: The big picture Key trends in 2025 Competitive Landscape Channel developments What next for snacks?

#### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025Table 2 - Sales of Snacks by Category: Value 2020-2025Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025Table 5 - NBO Company Shares of Snacks: % Value 2021-2025Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025Table 7 - Penetration of Private Label by Category: % Value 2020-2025Table 8 - Distribution of Snacks by Format: % Value 2020-2025Table 9 - Forecast Sales of Snacks by Category: Volume 2025-2030Table 10 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

#### DISCLAIMER

SOURCES

Summary 1 - Research Sources

#### Chocolate Confectionery in Japan

## **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 2 - Other Chocolate Confectionery by Product Type: 2025

#### CATEGORY DATA

- Table 13 Sales of Chocolate Confectionery by Category: Volume 2020-2025
  Table 14 Sales of Chocolate Confectionery by Category: Value 2020-2025
  Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025
  Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025
  Table 17 Sales of Chocolate Tablets by Type: % Value 2020-2025
  Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2021-2025
  Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025
  Table 20 Distribution of Chocolate Confectionery by Format: % Value 2020-2025
- Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030
- Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

## Gum in Japan

## **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Gum sales take a downward turn Lotte revives multiple retro brands Significant discounts at drugstores

#### PROSPECTS AND OPPORTUNITIES

Sales decline due to concerns over microplastics Continued product development leveraging health benefits of chewing

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2020-2025Table 26 - Sales of Gum by Category: Value 2020-2025Table 27 - Sales of Gum by Category: % Volume Growth 2020-2025Table 28 - Sales of Gum by Category: % Value Growth 2020-2025Table 29 - Sales of Gum by Flavour: Rankings 2020-2025Table 30 - NBO Company Shares of Gum: % Value 2021-2025Table 31 - LBN Brand Shares of Gum: % Value 2022-2025Table 32 - Distribution of Gum by Format: % Value 2020-2025Table 33 - Forecast Sales of Gum by Category: Volume 2025-2030Table 34 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030Table 36 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

## Sugar Confectionery in Japan

## **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Strong sales despite population decline New concepts and functionalities gain popularity Expanding retail presence for popular sugar confectionery products

## PROSPECTS AND OPPORTUNITIES

Sugar confectionery in Japan continues to drive innovation Strengthening engagement with fans through social media marketing Gummies prove to be popular content that draws crowds Summary 3 - Other Sugar Confectionery by Product Type: 2025

## CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2020-2025Table 38 - Sales of Sugar Confectionery by Category: Value 2020-2025Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025Table 41 - Sales of Chewy Candies by Type: % Value 2020-2025Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025Table 44 - Distribution of Sugar Confectionery by Format: % Value 2020-2025

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

#### Ice Cream in Japan

#### **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Ice cream sales hit record high Lotte stays out in front Supermarkets and convenience stores lead the way in retail ice cream sales

#### PROSPECTS AND OPPORTUNITIES

Dairy-based ice cream to continue to thrive Mass brands maintain buzz with diverse collaborations Eclipse Foods expands to Japan

#### CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2020-2025 Table 50 - Sales of Ice Cream by Category: Value 2020-2025 Table 51 - Sales of Ice Cream by Category: % Volume Growth 2020-2025 Table 52 - Sales of Ice Cream by Category: % Value Growth 2020-2025 Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025 Table 54 - Sales of Impulse Ice Cream by Format: % Value 2020-2025 Table 55 - NBO Company Shares of Ice Cream: % Value 2021-2025 Table 56 - LBN Brand Shares of Ice Cream: % Value 2022-2025 Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025 Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025 Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025 Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025 Table 61 - Distribution of Ice Cream by Format: % Value 2020-2025 Table 62 - Forecast Sales of Ice Cream by Category: Volume 2025-2030 Table 63 - Forecast Sales of Ice Cream by Category: Value 2025-2030 Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030 Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

#### Savoury Snacks in Japan

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Cost-effective savoury snacks gain popularity Calbee Inc remains the largest player Convenience stores and supermarkets dominate savoury snacks sales

#### PROSPECTS AND OPPORTUNITIES

The decline in quantity continues Calbee fine tunes production to tackle price hikes Expanding products for inbound and souvenir demand Summary 4 - Other Savoury Snacks by Product Type: 2025

## CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2020-2025
Table 67 - Sales of Savoury Snacks by Category: Value 2020-2025
Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025
Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025
Table 70 - NBO Company Shares of Savoury Snacks: % Value 2021-2025
Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025
Table 72 - Distribution of Savoury Snacks by Format: % Value 2020-2025
Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030
Table 74 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030
Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030
Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

## Sweet Biscuits, Snack Bars and Fruit Snacks in Japan

## **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

#### PROSPECTS AND OPPORTUNITIES

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

## CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025 Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025 Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025 Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025 Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025 Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025 Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025 Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025 Table 85 - NBO Company Shares of Snack Bars: % Value 2021-2025 Table 86 - LBN Brand Shares of Snack Bars: % Value 2022-2025 Table 87 - NBO Company Shares of Fruit Snacks: % Value 2021-2025 Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025 Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025 Table 90 - Distribution of Sweet Biscuits by Format: % Value 2020-2025 Table 91 - Distribution of Snack Bars by Format: % Value 2020-2025 Table 92 - Distribution of Fruit Snacks by Format: % Value 2020-2025 Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030 Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030 Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030 Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

## 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/snacks-in-japan/report.