

Bakery and Cereals in Japan to 2013

<https://marketpublishers.com/r/BDFB167C053EN.html>

Date: March 2010

Pages: 200

Price: US\$ 495.00 (Single User License)

ID: BDFB167C053EN

Abstracts

Introduction

This databook provides key data and information on the bakery and cereals market in Japan. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

*Contains information on six categories: bread&rolls, cakes&pastries, cookies(sweet biscuits), breakfast cereals, morning goods and crackers (savory)

*Market,category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

*Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The market for bakery and cereals in Japan increased at a compound annual growth rate of 1.4% between 2003 and 2008.

The cakes & pastries category led the bakery and cereals market in Japan, accounting for a share of 55.7%.

Leading players in Japan bakery and cereals market include Yamazaki Baking Co Ltd, Shikishima Baking Co. Ltd. and Fuji Baking Group.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the bakery and cereals market in Japan

*Design effective marketing and sales strategies by identifying key market categories and segments

*Identify key players within the market to plan lucrative M&A, partnerships and agreements

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: bakery and cereals
Summary category level: bread & rolls
Summary category level: breakfast cereals
Summary category level: cakes & pastries
Summary category level: cookies (sweet biscuits)
Summary category level: crackers (savory biscuits)
Summary category level: morning goods

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 MARKET OVERVIEW

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 4 LEADING COMPANY PROFILE

Yamazaki Baking Co., Ltd.

CHAPTER 5 CATEGORY ANALYSIS: BREAD & ROLLS

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08

Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 CATEGORY ANALYSIS: BREAKFAST CEREALS

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: CAKES & PASTRIES

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: COOKIES (SWEET BISCUITS)

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13

Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 CATEGORY ANALYSIS: CRACKERS (SAVORY BISCUITS)

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 10 CATEGORY ANALYSIS: MORNING GOODS

Value analysis (Yen), 2003-08
Value analysis (Yen), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 11 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 12 PESTLE ANALYSIS

Summary
Political analysis
Economic analysis

Social analysis
Technological analysis
Legal analysis
Environmental analysis

CHAPTER 13 NEW PRODUCT DEVELOPMENT

Product launches over time
Recent product launches

CHAPTER 14 MACROECONOMIC PROFILE

Macroeconomic indicators

CHAPTER 15 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 16 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Bakery and cereals, Japan, value by category (JPYm), 2003-13
- Figure 2: Bakery and cereals, Japan, category growth comparison, by value, 2003-13
- Figure 3: Bakery and cereals, Japan, volume by category (kg, million), 2003-13
- Figure 4: Bakery and cereals, Japan, category growth comparison, by volume, 2003-13
- Figure 5: Bakery and cereals, Japan, company share by value (%), 2007-08
- Figure 6: Bakery and cereals, Japan, distribution channels by value (%), 2007-08
- Figure 7: Bread & rolls, Japan, value by segment (JPYm), 2003-13
- Figure 8: Bread & rolls, Japan, category growth comparison, by value, 2003-13
- Figure 9: Bread & rolls, Japan, volume by segment (kg, million), 2003-13
- Figure 10: Bread & rolls, Japan, category growth comparison, by volume, 2003-13
- Figure 11: Bread & rolls, Japan, company share by value (%), 2007-08
- Figure 12: Bread & rolls, Japan, distribution channels by value (%), 2007-08
- Figure 13: Breakfast cereals, Japan, value by segment (JPYm), 2003-13
- Figure 14: Breakfast cereals, Japan, category growth comparison, by value, 2003-13
- Figure 15: Breakfast cereals, Japan, volume by segment (kg, million), 2003-13
- Figure 16: Breakfast cereals, Japan, category growth comparison, by volume, 2003-13
- Figure 17: Breakfast cereals, Japan, company share by value (%), 2007-08
- Figure 18: Breakfast cereals, Japan, distribution channels by value (%), 2007-08
- Figure 19: Cakes & pastries, Japan, value by segment (JPYm), 2003-13
- Figure 20: Cakes & pastries, Japan, category growth comparison, by value, 2003-13
- Figure 21: Cakes & pastries, Japan, volume by segment (kg, million), 2003-13
- Figure 22: Cakes & pastries, Japan, category growth comparison, by volume, 2003-13
- Figure 23: Cakes & pastries, Japan, company share by value (%), 2007-08
- Figure 24: Cakes & pastries, Japan, distribution channels by value (%), 2007-08
- Figure 25: Cookies (sweet biscuits), Japan, value by segment (JPYm), 2003-13
- Figure 26: Cookies (sweet biscuits), Japan, volume by segment (kg, million), 2003-13
- Figure 27: Cookies (sweet biscuits), Japan, company share by value (%), 2007-08
- Figure 28: Cookies (sweet biscuits), Japan, distribution channels by value (%), 2007-08
- Figure 29: Crackers (savory biscuits), Japan, value by segment (JPYm), 2003-13
- Figure 30: Crackers (savory biscuits), Japan, category growth comparison, by value, 2003-13
- Figure 31: Crackers (savory biscuits), Japan, volume by segment (kg, million), 2003-13
- Figure 32: Crackers (savory biscuits), Japan, category growth comparison, by volume, 2003-13
- Figure 33: Crackers (savory biscuits), Japan, company share by value (%), 2007-08

Figure 34: Crackers (savory biscuits), Japan, distribution channels by value (%), 2007-08

Figure 35: Morning goods, Japan, value by segment (JPYm), 2003-13

Figure 36: Morning goods, Japan, category growth comparison, by value, 2003-13

Figure 37: Morning goods, Japan, volume by segment (kg, million), 2003-13

Figure 38: Morning goods, Japan, category growth comparison, by volume, 2003-13

Figure 39: Morning goods, Japan, company share by value (%), 2007-08

Figure 40: Morning goods, Japan, distribution channels by value (%), 2007-08

Figure 41: Global bakery and cereals market split (value terms, 2008), top five countries

Figure 42: Global bakery and cereals market value, 2003–08, top five countries

Figure 43: Global bakery and cereals market split (volume terms, 2008), top five countries

Figure 44: Global bakery and cereals market volume, 2003–08, top five countries

Figure 45: Annual data review process

List Of Tables

LIST OF TABLES

- Table 1: Bakery and cereals category definitions
- Table 2: Bakery and cereals distribution channels
- Table 3: Bakery and cereals, Japan, value by category (JPYm), 2003-08
- Table 4: Bakery and cereals, Japan, value forecast by category (JPYm), 2008-13
- Table 5: Bakery and cereals, Japan, value by category (\$m), 2003-08
- Table 6: Bakery and cereals, Japan, value forecast by category (\$m), 2008-13
- Table 7: Bakery and cereals, Japan, volume by category (kg, million), 2003-08
- Table 8: Bakery and cereals, Japan, volume forecast by category (kg, million), 2008-13
- Table 9: Bakery and cereals, Japan, brand share by value (%), 2007-08
- Table 10: Bakery and cereals, Japan, value by brand (JPYm), 2007-08
- Table 11: Bakery and cereals, Japan, company share by value (%), 2007-08
- Table 12: Bakery and cereals, Japan, value by company (JPYm), 2007-08
- Table 13: Bakery and cereals, Japan, distribution channels by value (%), 2007-08
- Table 14: Bakery and cereals, Japan, value by distribution channel (JPYm), 2007-08
- Table 15: Bakery and cereals, Japan, expenditure per capita (JPY), 2003-08
- Table 16: Bakery and cereals, Japan, forecast expenditure per capita (JPY), 2008-13
- Table 17: Bakery and cereals, Japan, expenditure per capita (\$), 2003-08
- Table 18: Bakery and cereals, Japan, forecast expenditure per capita (\$), 2008-13
- Table 19: Bakery and cereals, Japan, consumption per capita (kg), 2003-08
- Table 20: Bakery and cereals, Japan, forecast consumption per capita (kg), 2008-13
- Table 21: Yamazaki Baking Co., Ltd. key facts
- Table 22: Bread & rolls, Japan, value by segment (JPYm), 2003-08
- Table 23: Bread & rolls, Japan, value forecast by segment (JPYm), 2008-13
- Table 24: Bread & rolls, Japan, value by segment (\$m), 2003-08
- Table 25: Bread & rolls, Japan, value forecast by segment (\$m), 2008-13
- Table 26: Bread & rolls, Japan, volume by segment (kg, million), 2003-08
- Table 27: Bread & rolls, Japan, volume forecast by segment (kg, million), 2008-13
- Table 28: Bread & rolls, Japan, brand share by value (%), 2007-08
- Table 29: Bread & rolls, Japan, value by brand (JPYm), 2007-08
- Table 30: Bread & rolls, Japan, company share by value (%), 2007-08
- Table 31: Bread & rolls, Japan, value by company (JPYm), 2007-08
- Table 32: Bread & rolls, Japan, distribution channels by value (%), 2007-08
- Table 33: Bread & rolls, Japan, value by distribution channel (JPYm), 2007-08
- Table 34: Bread & rolls, Japan, expenditure per capita (JPY), 2003-08
- Table 35: Bread & rolls, Japan, forecast expenditure per capita (JPY), 2008-13

- Table 36: Bread & rolls, Japan, expenditure per capita (\$), 2003-08
- Table 37: Bread & rolls, Japan, forecast expenditure per capita (\$), 2008-13
- Table 38: Bread & rolls, Japan, consumption per capita (kg), 2003-08
- Table 39: Bread & rolls, Japan, forecast consumption per capita (kg), 2008-13
- Table 40: Breakfast cereals, Japan, value by segment (JPYm), 2003-08
- Table 41: Breakfast cereals, Japan, value forecast by segment (JPYm), 2008-13
- Table 42: Breakfast cereals, Japan, value by segment (\$m), 2003-08
- Table 43: Breakfast cereals, Japan, value forecast by segment (\$m), 2008-13
- Table 44: Breakfast cereals, Japan, volume by segment (kg, million), 2003-08
- Table 45: Breakfast cereals, Japan, volume forecast by segment (kg, million), 2008-13
- Table 46: Breakfast cereals, Japan, brand share by value (%), 2007-08
- Table 47: Breakfast cereals, Japan, value by brand (JPYm), 2007-08
- Table 48: Breakfast cereals, Japan, company share by value (%), 2007-08
- Table 49: Breakfast cereals, Japan, value by company (JPYm), 2007-08
- Table 50: Breakfast cereals, Japan, distribution channels by value (%), 2007-08
- Table 51: Breakfast cereals, Japan, value by distribution channel (JPYm), 2007-08
- Table 52: Breakfast cereals, Japan, expenditure per capita (JPY), 2003-08
- Table 53: Breakfast cereals, Japan, forecast expenditure per capita (JPY), 2008-13
- Table 54: Breakfast cereals, Japan, expenditure per capita (\$), 2003-08
- Table 55: Breakfast cereals, Japan, forecast expenditure per capita (\$), 2008-13
- Table 56: Breakfast cereals, Japan, consumption per capita (kg), 2003-08
- Table 57: Breakfast cereals, Japan, forecast consumption per capita (kg), 2008-13
- Table 58: Cakes & pastries, Japan, value by segment (JPYm), 2003-08
- Table 59: Cakes & pastries, Japan, value forecast by segment (JPYm), 2008-13
- Table 60: Cakes & pastries, Japan, value by segment (\$m), 2003-08
- Table 61: Cakes & pastries, Japan, value forecast by segment (\$m), 2008-13
- Table 62: Cakes & pastries, Japan, volume by segment (kg, million), 2003-08
- Table 63: Cakes & pastries, Japan, volume forecast by segment (kg, million), 2008-13
- Table 64: Cakes & pastries, Japan, brand share by value (%), 2007-08
- Table 65: Cakes & pastries, Japan, value by brand (JPYm), 2007-08
- Table 66: Cakes & pastries, Japan, company share by value (%), 2007-08
- Table 67: Cakes & pastries, Japan, value by company (JPYm), 2007-08
- Table 68: Cakes & pastries, Japan, distribution channels by value (%), 2007-08
- Table 69: Cakes & pastries, Japan, value by distribution channel (JPYm), 2007-08
- Table 70: Cakes & pastries, Japan, expenditure per capita (JPY), 2003-08
- Table 71: Cakes & pastries, Japan, forecast expenditure per capita (JPY), 2008-13
- Table 72: Cakes & pastries, Japan, expenditure per capita (\$), 2003-08
- Table 73: Cakes & pastries, Japan, forecast expenditure per capita (\$), 2008-13
- Table 74: Cakes & pastries, Japan, consumption per capita (kg), 2003-08

- Table 75: Cakes & pastries, Japan, forecast consumption per capita (kg), 2008-13
- Table 76: Cookies (sweet biscuits), Japan, value by segment (JPYm), 2003-08
- Table 77: Cookies (sweet biscuits), Japan, value forecast by segment (JPYm), 2008-13
- Table 78: Cookies (sweet biscuits), Japan, value by segment (\$m), 2003-08
- Table 79: Cookies (sweet biscuits), Japan, value forecast by segment (\$m), 2008-13
- Table 80: Cookies (sweet biscuits), Japan, volume by segment (kg, million), 2003-08
- Table 81: Cookies (sweet biscuits), Japan, volume forecast by segment (kg, million), 2008-13
- Table 82: Cookies (sweet biscuits), Japan, brand share by value (%), 2007-08
- Table 83: Cookies (sweet biscuits), Japan, value by brand (JPYm), 2007-08
- Table 84: Cookies (sweet biscuits), Japan, company share by value (%), 2007-08
- Table 85: Cookies (sweet biscuits), Japan, value by company (JPYm), 2007-08
- Table 86: Cookies (sweet biscuits), Japan, distribution channels by value (%), 2007-08
- Table 87: Cookies (sweet biscuits), Japan, value by distribution channel (JPYm), 2007-08
- Table 88: Cookies (sweet biscuits), Japan, expenditure per capita (JPY), 2003-08
- Table 89: Cookies (sweet biscuits), Japan, forecast expenditure per capita (JPY), 2008-13
- Table 90: Cookies (sweet biscuits), Japan, expenditure per capita (\$), 2003-08
- Table 91: Cookies (sweet biscuits), Japan, forecast expenditure per capita (\$), 2008-13
- Table 92: Cookies (sweet biscuits), Japan, consumption per capita (kg), 2003-08
- Table 93: Cookies (sweet biscuits), Japan, forecast consumption per capita (kg), 2008-13
- Table 94: Crackers (savory biscuits), Japan, value by segment (JPYm), 2003-08
- Table 95: Crackers (savory biscuits), Japan, value forecast by segment (JPYm), 2008-13
- Table 96: Crackers (savory biscuits), Japan, value by segment (\$m), 2003-08
- Table 97: Crackers (savory biscuits), Japan, value forecast by segment (\$m), 2008-13
- Table 98: Crackers (savory biscuits), Japan, volume by segment (kg, million), 2003-08
- Table 99: Crackers (savory biscuits), Japan, volume forecast by segment (kg, million), 2008-13
- Table 100: Crackers (savory biscuits), Japan, brand share by value (%), 2007-08
- Table 101: Crackers (savory biscuits), Japan, value by brand (JPYm), 2007-08
- Table 102: Crackers (savory biscuits), Japan, company share by value (%), 2007-08
- Table 103: Crackers (savory biscuits), Japan, value by company (JPYm), 2007-08
- Table 104: Crackers (savory biscuits), Japan, distribution channels by value (%), 2007-08
- Table 105: Crackers (savory biscuits), Japan, value by distribution channel (JPYm), 2007-08

Table 106: Crackers (savory biscuits), Japan, expenditure per capita (JPY), 2003-08

Table 107: Crackers (savory biscuits), Japan, forecast expenditure per capita (JPY), 2008-13

Table 108: Crackers (savory biscuits), Japan, expenditure per capita (\$), 2003-08

Table 109: Crackers (savory biscuits), Japan, forecast expenditure per capita (\$), 2008-13

Table 110: Crackers (savory biscuits), Japan, consumption per capita (kg), 2003-08

Table 111: Crackers (savory biscuits), Japan, forecast consumption per capita (kg), 2008-13

Table 112: Morning goods, Japan, value by segment (JPYm), 2003-08

Table 113: Morning goods, Japan, value forecast by segment (JPYm), 2008-13

Table 114: Morning goods, Japan, value by segment (\$m), 2003-08

Table 115: Morning goods, Japan, value forecast by segment (\$m), 2008-13

Table 116: Morning goods, Japan, volume by segment (kg, million), 2003-08

Table 117: Morning goods, Japan, volume forecast by segment (kg, million), 2008-13

Table 118: Morning goods, Japan, brand share by value (%), 2007-08

Table 119: Morning goods, Japan, value by brand (JPYm), 2007-08

Table 120: Morning goods, Japan, company share by value (%), 2007-08

Table 121: Morning goods, Japan, value by company (JPYm), 2007-08

Table 122: Morning goods, Japan, distribution channels by value (%), 2007-08

Table 123: Morning goods, Japan, value by distribution channel (JPYm), 2007-08

Table 124: Morning goods, Japan, expenditure per capita (JPY), 2003-08

Table 125: Morning goods, Japan, forecast expenditure per capita (JPY), 2008-13

Table 126: Morning goods, Japan, expenditure per capita (\$), 2003-08

Table 127: Morning goods, Japan, forecast expenditure per capita (\$), 2008-13

Table 128: Morning goods, Japan, consumption per capita (kg), 2003-08

Table 129: Morning goods, Japan, forecast consumption per capita (kg), 2008-13

Table 130: Global bakery and cereals market value, 2008

Table 131: Global bakery and cereals market split (value terms (\$m), 2008), top five countries

Table 132: Global bakery and cereals market volume, 2008

Table 133: Global bakery and cereals market split (volume terms, 2008), top five countries

Table 134: Leading players, top five countries

Table 135: Analysis of Japan's Political landscape

Table 136: Analysis of Japan's economy

Table 137: Analysis of Japan's social system

Table 138: Analysis of Japan's technology landscape

Table 139: Average annual salaries for researchers across countries

Table 140: Japan's R&D expenditure

Table 141: R&D personnel in Japan, 2002–12

Table 142: Analysis of Japan's legal landscape

Table 143: Analysis of Japan's environmental landscape

Table 144: Japan bakery and cereals new product launches reports, by company (top five companies), 2009

Table 145: Japan bakery and cereals new product launches SKUs, by company (top five companies), 2009

Table 146: Japan bakery and cereals new product launches (reports), by flavor and fragrances (top 10 flavors), 2009

Table 147: Japan bakery and cereals new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 148: Japan bakery and cereals new product launches (reports), by package tags or claims (top 10 claims), 2009

Table 149: Japan bakery and cereals new product launches - recent five launches (2009)

Table 150: Japan population, by age group, 2003-08 (millions)

Table 151: Japan population forecast, by age group, 2008-13 (millions)

Table 152: Japan population, by gender, 2003-08 (millions)

Table 153: Japan population forecast, by gender, 2008-13 (millions)

Table 154: Japan nominal GDP, 2003-08 (JPYbn, nominal prices)

Table 155: Japan nominal GDP forecast, 2008-13 (JPYbn, nominal prices)

Table 156: Japan real GDP, 2003-08 (JPYbn, 2000 prices)

Table 157: Japan real GDP forecast, 2008-13 (JPYbn, 2000 prices)

Table 158: Japan real GDP, 2003-08 (\$bn, 2000 prices)

Table 159: Japan real GDP forecast, 2008-13 (\$bn, 2000 prices)

Table 160: Japan consumer price index, 2003-08 (2000=100)

Table 161: Japan consumer price index, 2008-13 (2000=100)

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