

# Bakery and Cereals Market in Japan - Product Launch Almanac 2010

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## Abstracts

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### Introduction

Datamonitor's Bakery and Cereals market in Japan – Product Launch Almanac 2010 provides a complete guide to new product launches in Japanese bakery and cereals market since January 2010. This report includes detailed data on products including Package Type, Package Material, # SKUs, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the bakery and cereals market in Japan, with data from 2004 to 2009 and forecasts to 2014.

### Scope

Bakery and Cereals market in Japan - New product SKUs by category

Bakery and Cereals market in Japan - New product SKUs by manufacturer

Bakery and Cereals market in Japan - New product by pack type and materials

Bakery and Cereals market in Japan – New Product descriptions

### Highlights

424 product SKUs launched in the Japanese bakery and cereals market

Cookies (sweet biscuits) is the leading category in Japanese bakery and cereals market

Shikishima Baking is the leading manufacturer in terms of new bakery and cereals products in Japan

### **Reason To Purchase**

Tracking your competitors latest innovations (and trends)

Determine product innovation patterns by studying the characteristics of innovation activity in the Japanese Bakery and Cereals market

Analyze trends in product development over time

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Cookies (sweet biscuits) is the leading category in Japanese bakery and cereals market

Shikishima Baking is the leading manufacturer in terms of new bakery and cereals products in Japan

Boxes was the dominant packing type in the new products launched in Japanese bakery and cereals market

Majority of the products launched in the bakery and cereals market used plastic as the package material

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