

# Bakery and Cereals Market in Japan to 2014

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## Abstracts

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### 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 data on : bread and rolls, cookies (sweet biscuits), cakes and pastries, crackers (savory biscuits), breakfast cereals and morning goods

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

### Highlights

The market for bakery and cereals in Japan increased at a compound annual growth rate of 1.5% between 2004 and 2009.

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

The leading players in the Japanese bakery and cereals market are 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

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