

# Bakery in Japan

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## Abstracts

With raw material prices having fallen, manufacturers have reduced prices, following sharp rises in 2008. Given the economic downturn, following the credit crunch in the fourth quarter of 2008, consumers have become accustomed to cutting unnecessary costs, and thus the trend towards budget products is likely to continue in 2010, regardless of the expected economic recovery. As a result, the growth trends in 2010 have been more or less in line with those of 2009, with packaged products gaining...

Euromonitor International's Baked Goods in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Bread, Cakes, Hot Cereals, Pastries, RTE Cereals, Savoury Biscuits and Crackers, Sweet Biscuits.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Baked Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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