

Biscuits in Japan

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Abstracts

Value sales of biscuits saw negligible value growth in 2014 due to growth in the sales of premium products and lower temperatures during summer of 2014, despite the decline in Japanese population. It continued to decline in 2014 due to the low birth rate, and this reduced the overall number of consumers who consume biscuits. However, this was offset by the growth in the sales of premium biscuits products which were launched by different manufacturers and became very popular including Otona no...

Euromonitor International's Biscuits 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: 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 Biscuits 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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