

# Yamazaki Baking Co Ltd in Staple Foods (World)

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## Abstracts

Yamazaki Baking has been losing share in staple foods in recent years. The company has been impacted by the relative lack of dynamism in its home market in Japan, which accounts for the vast majority of its sales. Nevertheless, it remains a major player in baked goods as the number one company in bread in Japan as well as holding top spot globally in pastries. Helping consolidate its position in Japan will be the recent acquisition of Kobeya Baking's packaged bread business.

Euromonitor International's Yamazaki Baking Co Ltd in Staple Foods (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Staple Foods industry. The report examines company shares by region and category, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving its success.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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