

# The 2023-2028 Outlook for Snacks in Japan

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## Abstracts

This study covers the latent demand outlook for snacks across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for snacks. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of snacks as including all commonly understood products and/or services falling within this broad category, such as potato chips, tortilla chips, cereal bars, pretzels, popcorn, snack crackers, meat jerky, pork rinds, nuts, party mix, corn chips, fruit snacks, snack bars, granola, snack cakes, cookies, and other sweet and savory foods which intended to be eaten between meals, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ARA Food Corporation, Arca Continental, Aviko, B & G Foods, Blue Diamond Growers, Calbee, Conagra Brands, Deep River Snacks, Diamond Foods, Frito Lay Fritos Corn Chips Scoops, General Mills, Grupo Bimbo, S.A.B., Hain Celestial Group, Herr's Food, Inc., Hormel Foods Corporation, Intersnack Group GmbH & Company, ITC, JFC International, Kind, Lamb Weston Holdings, McCain Foods, Mission Foods, Mondel?z International, Nestl?, PepsiCo, popchips, Select Harvests, Shearer's Snacks, Slim Jim Meat Snack Twin Pack, Snyder's-Lance, Tastemorr Snacks, The Kellogg Company, Tyson Foods, and Universal Robina. In addition to the sources indicated, additional information available to the public via news and/or press releases published

by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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