

Distribution-packaged Confectionery Market in Japan: Key Findings 2011

➤ **Research Outline**

Yano Research Institute has conducted a study on the distribution-packaged confectionery in Japan with following conditions.

1. Research period: April to June 2011
2. Research targets: Confectionery manufacturers and confectionery wholesalers
3. Research methodologies: Face-to-face interviews, telephone and email surveys, literature research

DEFINITION of Distribution-packaged Confectionery

Distribution-packaged confectionery is defined as confectionery sold through retail distribution channels, such as general merchandise stores, supermarkets, convenience stores and in-station stores. In this study the market is divided into major eight categories of chocolates, biscuits, rice crackers, bean snacks, snacks, chewing gums, candies & caramels and other confectionery.

➤ **Key Findings**

- ◆ **The FY 2010 market size of distribution-packaged confectionery is estimated at JPY 2,068.8 billion, down 0.6% year-on-year, which is relatively doing well under severe market environments.**

The distribution-packaged confectionery market has been in an increasing trend since fiscal 2005. The market turned to the downward direction in fiscal 2009. The market size in fiscal 2009 is estimated at 2,080.3 billion yen, down 1.5 percent from the previous year. The fiscal 2010 market is anticipated to continue to decrease slightly to 2,068.8 billion yen.

Along with the recent depression, consumers are definitely inclined to save money and the distribution-packaged confectionery market is not an exception to be affected. However, the market is relatively healthy although the market conditions have been very severe for these several years. This trend is expected to continue going forward.

- ◆ **The snack sector is taking in the consumptions by adults primarily with the demands for snacks to have with alcohol beverages at home.**

The snack sector has been expanding since fiscal 2004. In the fiscal 2010 the market saw a slow down in the rate of growth, however, it continued to increase. The fiscal 2010 market size of snacks is estimated to be 275 billion yen, up 1.1 percent from the previous year. The sector is supported by the demands of snacks for adults. Under the recession consumers are eating at home more often, and drinking at home is expanding. Manufacturers are strengthening a product line of snacks to have with alcohol beverages and it led to market growth.

➤ **Report format:**

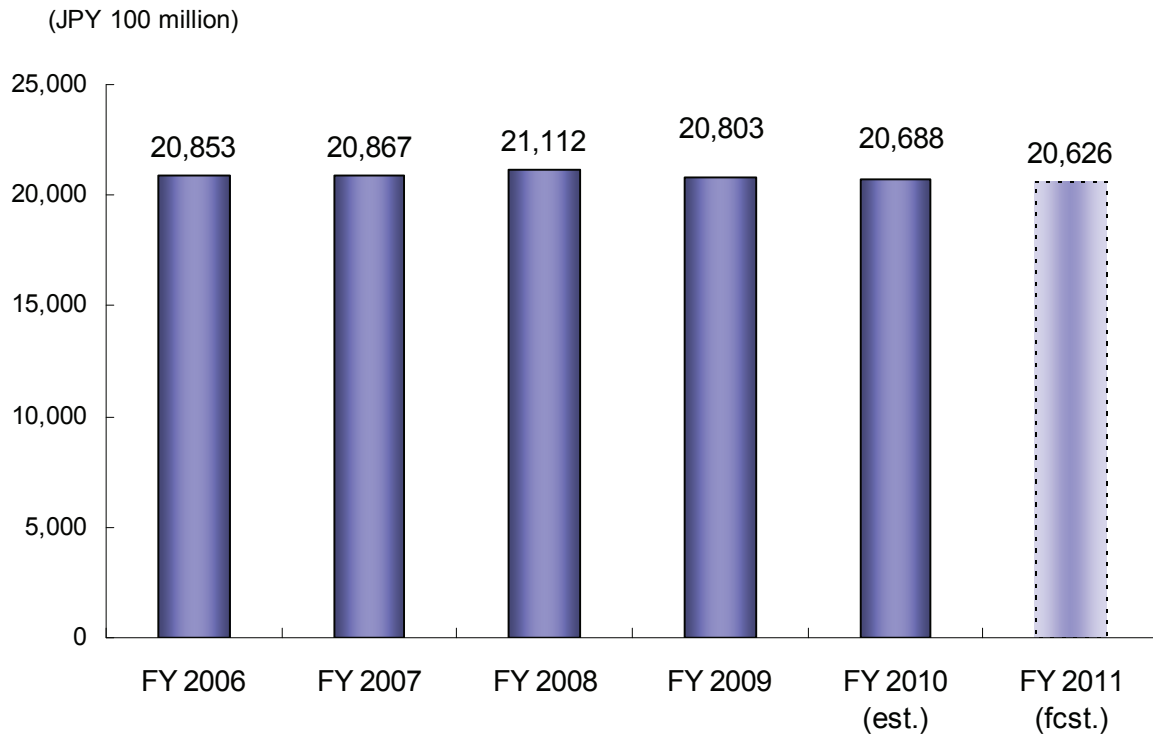
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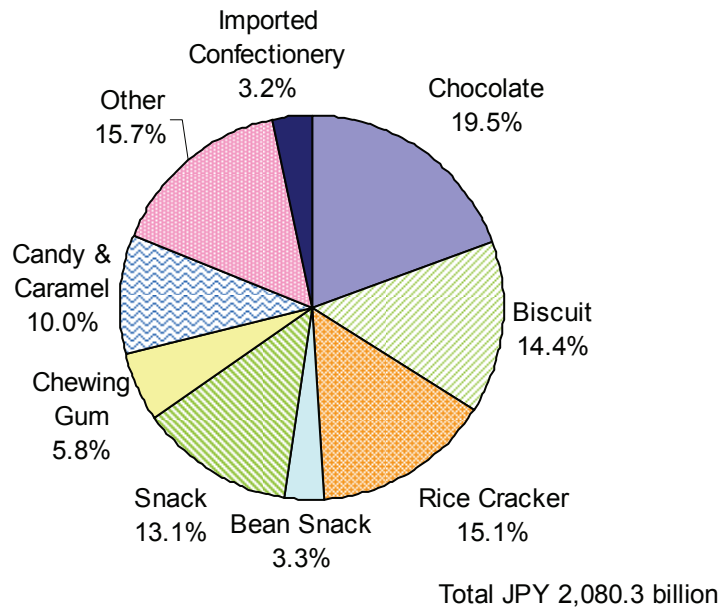
[Market Size of Distribution-packaged Confectionery FY 2006 to FY 2011]



Estimated by Yano Research Institute Ltd.

Note: Based on the value of manufacturer shipment.

[Breakdown of Confectionery Market by Category FY 2009]



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Note: Based on the value of manufacturer shipment.