

## **Confectionery Industry (No-bake Sweets and Desserts) Market: Key Research Findings 2011**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on confectionery industry (no-bake sweets and desserts) market with the following conditions:**

1. Research period: From July to September, 2011
2. Research targets: Manufacturers and wholesalers of no-bake sweets and desserts
3. Research methodologies: Face-to-face interviews with companies, telephone and email surveys with companies, consumer questionnaire surveys, literature research

#### **What is confectionery industry (no-bake sweets and desserts) market ?**

Confectionery industry (no-bake sweets and desserts) market in this research targeted Japanese sweets, Western sweets, desserts (incl. pudding, jelly, chilled desserts, and yogurt), ice cream and frozen sweets.

### ◆ **Key Findings**

- **The FY 2010 market size of confectionery industry (no-bake sweets and desserts) was JPY 1,780 billion, returning to positive growth**

The market of confectionery industry (no-bake sweets and desserts) attained 100.8% of the previous year at 1,780 billion yen based on manufacturer shipment value. Though the market temporarily plunged in FY 2009 to negative growth, it returned to the plus on year-on-year bases in FY 2010. The Great East Japan Earthquake that hit in March 2011 could have influenced more, damaging some factories and stores of confectionery manufacturers. However, although being victims of the disaster, those companies have contributed to recompose the market.

- **Saving power activities in the scorching summer of 2011 increased the purchase of ice cream**

According to the research on frequency of purchasing ice cream, jelly, pudding, no-bake Japanese and western sweets within these six months from March to September of 2011, conducted to 921 men and women in their 20s through 60s living in areas around Tokyo, it turns out that people purchased ice cream number of times. In addition to the most popular response that they found the ice cream with right price, there were many who responded that saving power and extremely hot summer were also the reasons of purchasing ice cream frequently. Many consumers seemed to have turned to ice cream for cooling themselves in the power-saving environments in the smothering heat of the summer in 2011.

## ◆ Report format

Published report: “Confectionery Industry: No-bake Sweets and Desserts 2011”

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Price: 105,000 yen (5,000 yen of consumption tax shall be charged for the sales in Japan.)

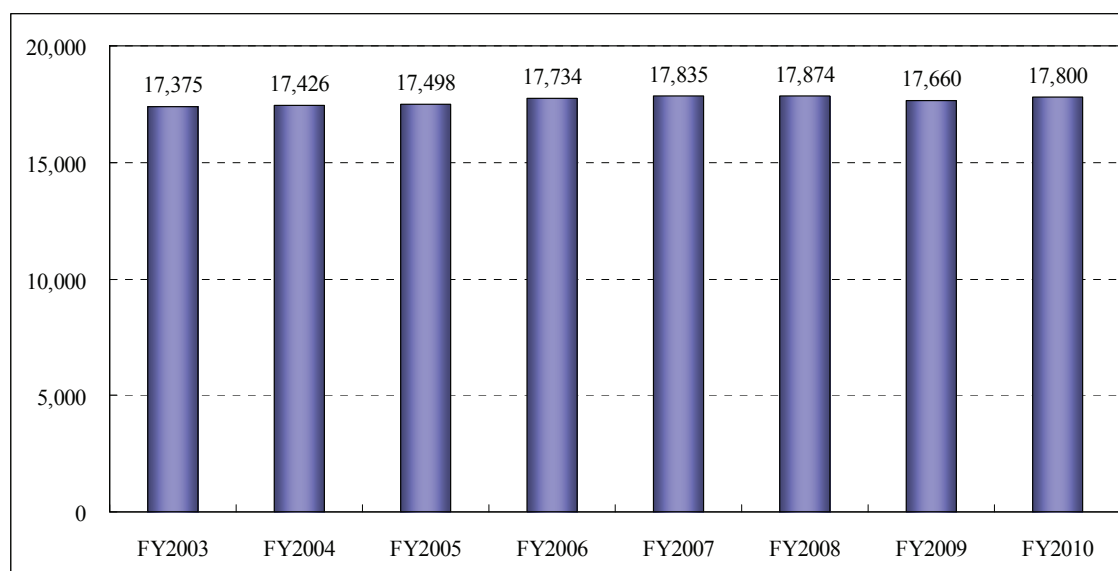
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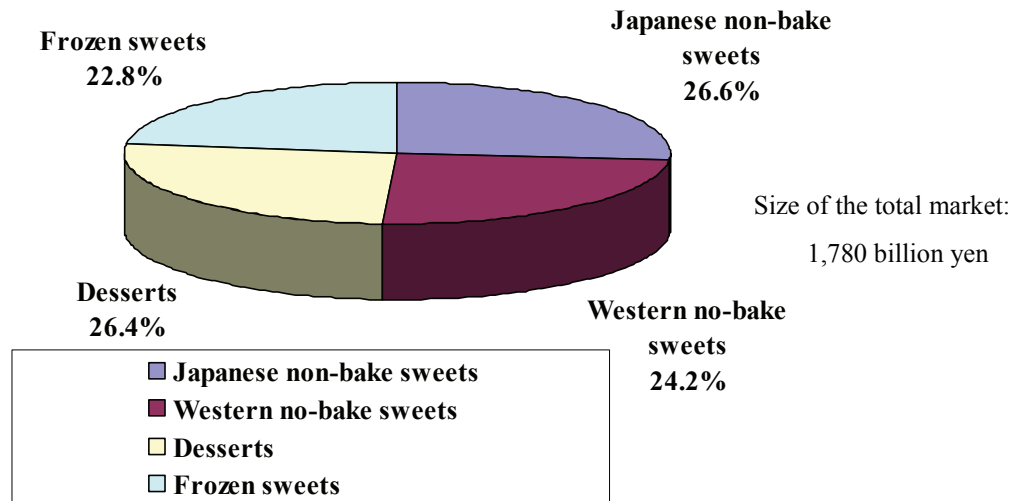
**Figure 1 Transition of market size of no-bake sweets and desserts**



Notes:

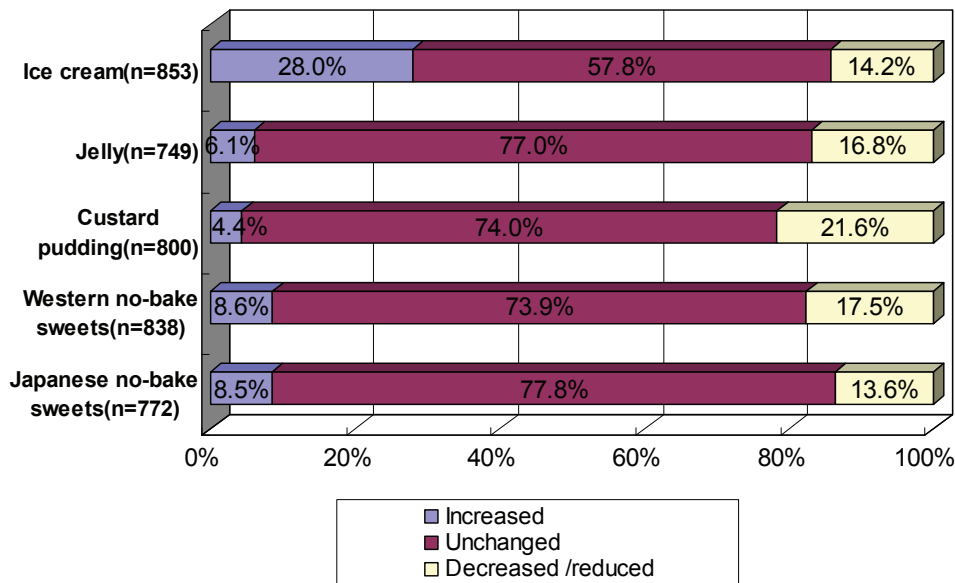
1. Calculation is based on manufacturer shipment value
2. Actual value of ice cream and others in FY2010 and before was quoted from Japan Ice Cream Association. Other than that, estimate calculation was done by YRI.

**Figure 2 FY 2010 Composition ratio of the market by product category**



3. Calculation is based on manufacturer shipment value
4. Actual value of ice cream and others in FY2010 and before was quoted from Japan Ice Cream Association. Other than that, estimate calculation was done by YRI.
5. Desserts include pudding, jelly and other cup dessert.

**Figure 3 Changes in frequency of purchase of the following confectioneries within these six months**



6. Target of the research: 921 men and women in their 20s through 60s (461 men and 460 women) living in the areas around Tokyo (Tokyo, Kanagawa, Chiba and Saitama prefectures).
  - \* People who do not purchase sweets at all were not included.

The survey was conducted through the internet in a questionnaire style in September 2011. Single answer was allowed to a single question.