



Euromonitor
International

Breakfast Cereals in Japan

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Breakfast Cereals in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals sees growth across all metrics in 2025

INDUSTRY PERFORMANCE

Breakfast cereals perform well as time-saving meal solutions

Hot cereals slumps as consumers seek ease and convenience of preparation

Affordability and healthy profile allow breakfast cereals to remain popular post-pandemic

WHAT'S NEXT?

Breakfast cereals set to maintain momentum in the years ahead

Popularity may extend beyond traditional consumption occasions

Grains will remain in the spotlight

COMPETITIVE LANDSCAPE

Competition driven by premiumisation and functional innovation

Nissin Cisco augments its share by tapping into demand for functionality

CHANNELS

Supermarkets remains the leading distribution channel for breakfast cereals in 2025

Health and beauty specialists benefit from channel expansion

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Staple Foods in Japan - Industry Overview

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Sharp price increases fuel category volatility in 2025

Convenience factor remains important to busy consumers

Post-pandemic interest in health and wellbeing remains high

WHAT'S NEXT?

Shrinking population expected to lead to volume decline

Current value growth will remain largely driven by high prices

Convenience factor will continue to shape category fortunes

COMPETITIVE LANDSCAPE

Yamazaki Baking retains the lead in a highly fragmented industry
Second-ranked player gains ground in 2025

CHANNELS

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