

# Bakery & Cereals in Japan Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future 2021

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## SUMMARY

WiseGuyReports published new report, titled “Bakery & Cereals in Japan”

"Top Growth Opportunities: Bakery & Cereals in Japan", provides recommended actions and detailed analysis of how to target the best growth opportunities for bakery & cereal producers and retailers. Readers can understand what categories, channels, companies, and consumers will drive the success of Bakery & Cereal markets in Japan through detailed and robust data, expert insight, and case studies.

Top Growth Opportunity reports use a risk versus reward opportunity model to identify the best growth markets for Meat producers. Through this in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them.

Top Growth Opportunities for Bakery & Cereal in Japan provides an overview of the Bakery & Cereal market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption. propriety Risk vs Reward Opportunity model pinpoints the best growth opportunities for Bakery & Cereal producers, suppliers and retailers by combining robust, granular data and expert insight. The report uses this framework to identify the best opportunities, analyze white spaces in the market, and outline new product development that will effectively target the most pertinent consumer need states. These are combined to offer strategic recommendations to capitalize on evolving consumer landscapes.

Get access to –

- Key consumer demographic groups driving consumption within the US market. Improve your consumer targeting by understand who’s driving the market, what they want, and why
- A study of market value and volumes over 2011-2016 for the US, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the 2016-2021 period
- White space analysis, to pinpoint attractive spaces in the market and the key actions to take
- Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future
- Examples of international and US-specific product innovation targeting key consumer needs



The banner features the 'WISE GUY REPORTS' logo with a stylized blue head profile. Below it, a blue bar identifies 'AKASH ANAND ASST.MANAGER - BUSINESS DEVELOPMENT'. Contact information includes an email address (sales@wiseguyreports.com) and phone numbers for the US (+1-646-843-9312) and UK (+44 208 133 9349). Social media links for LinkedIn, Twitter, and Facebook are provided. A cartoon character holding a globe is positioned on the right side of the banner. The background shows a laptop with charts and a blue abstract graphic.

**Bakery & Cereals in Japan**

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/2368310-top-growth-opportunities-bakery-cereals-in-japan>

## Scope

- The Bakery & Cereal market in Japan is forecasted to see a CAGR of 3.8% in 2016-2021, increased by 0.8% from the previous five years. This is largely due
- to to depreciation of the Japanese ten against the US dollar during the time period.
- All the categories are expected to register modest growth at an average CAGR of 3.8% during 2016-2021. Bread & Rolls and Cakes, Pastries & Sweet Pies, the largest value categories are forecast to record growth at a CAGR of 3.7% and 3.9%, respectively during the forecast period.
- There were opportunities for premiumization across all categories in bakery & cereal, where value sales in local currency grew significantly higher than volume consumption, in the 2011-2016 period. This illustrates that bakery & cereal products will highly likely to struggle in terms of offering a product that is too premium, and that consumers are certainly value conscious.

## Key points to buy

- This report brings together consumer analysis and market data to provide actionable insight into the behavior of Japanese bakery & cereal consumers.
- This is based on unique consumer data, developed from extensive consumption surveys and consumer group tracking, which quantifies the influence of 20 consumption motivations in the Bakery & Cereal sector.
- Category, brand, and packaging dynamics are also examined. This allows product and marketing strategies to be better aligned with the leading trends in the market.

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Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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