

Savoury Snacks in Japan

June 2023

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2023 DEVELOPMENTS

Price increases lead to growth in value terms but a decline in volume terms in 2023

Manufacturers launch value-added products to combat losses in profits

Calbee continues to focus on flavour and texture innovation and increasing brand value through special ingredients

PROSPECTS AND OPPORTUNITIES

Launches of seasonal or time-limited flavours and products with unique concepts likely to continue

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DISCLAIMER

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