



Chocolate Confectionery in Japan

July 2026

Table of Contents

Chocolate Confectionery in Japan - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Lotte Defends Share by Shrinking Pack Sizes and Innovating Flavours

Chart 2 - Rising Prices Haven'T Slowed Demand for Luxury Chocolates

Meiji Captures Tourist Demand with Year-Round Matcha Innovation

Chart 3 - Meiji Makes Matcha Chocolates Year-Round to Capture Tourist Sales

Premiumisation Sustains Mass Brands Amid Affordability Pressures

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers Shrink Formats and Elevate Storytelling to Defend Value

Imports and Adjacent Snacks Erode Share as Domestic Innovation Lags

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Meiji and Lotte Defend Leadership with Trusted Brands and Targeted Innovation

Chart 9 - Analyst Insight for Chocolate Confectionery

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Grocery Retailers Dominate Due to Price Sensitivity among Consumers

E-Commerce Gains Momentum as Shoppers Seek Convenience and Value

Health and Beauty Specialists and E-Commerce Reshape Retail Landscape with Value Focus

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Lotte and Meiji Adapt Product Design to Balance Value and Indulgence

Premium Ghana and Meiji Expand Their Reach through Targeted Innovation

Legacy Brands Defend Share as Affordable Indulgence Bridges Everyday and Premium

ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Familymart Drives Demand for Visible Value through Volume-Led Promotions

Chart 20 - Familymart Boosts Value Perception with +45% Volume Campaign

Meiji Leverages Co-Creation to Blend Nostalgia with Novelty

Chart 21 - Meiji Transforms Its Super Cup Ice Cream into Gummies

Familymart Challenges Shrinkflation with Anniversary Offer

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Meiji and Familymart Blend Trust with Value-Focused Innovation

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lotte and Calbee Sustain Lead with Brand Trust and Value

Chart 26 - Analyst Insight for Snacks

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Supermarkets Capture Price-Driven Shoppers

E-Commerce Expansion Lags as Shoppers Favour In-Store Purchasing

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Familymart Responds to Price Pressures with Quantity-Led Value

Meiji Transforms Trusted Brands with Consumer-Led Co-Creation

Lotte and Calbee Sustain Leadership through Adaptive Portfolios

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-japan/report.