



**Euromonitor
International**

Breakfast Cereals in Japan

December 2025

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Japan - Industry Overview

EXECUTIVE SUMMARY

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Supermarkets remains the leading distribution channel in Japan
Health and beauty specialists and e-commerce are gaining popularity

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025
Table 13 - Sales of Staple Foods by Category: Value 2020-2025
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

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/breakfast-cereals-in-japan/report.