



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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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

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