

Confectionery & Desserts

July 10, 2017

~ Chocolate and Candies Enjoy the Most Notable Growth ~

According to the All Nippon Kashi Association, the value of confectionery production in 2016 was JPY2.477 trillion, up 1.1% on the preceding year, while retail value was JPY3.361 trillion, up 0.9%.

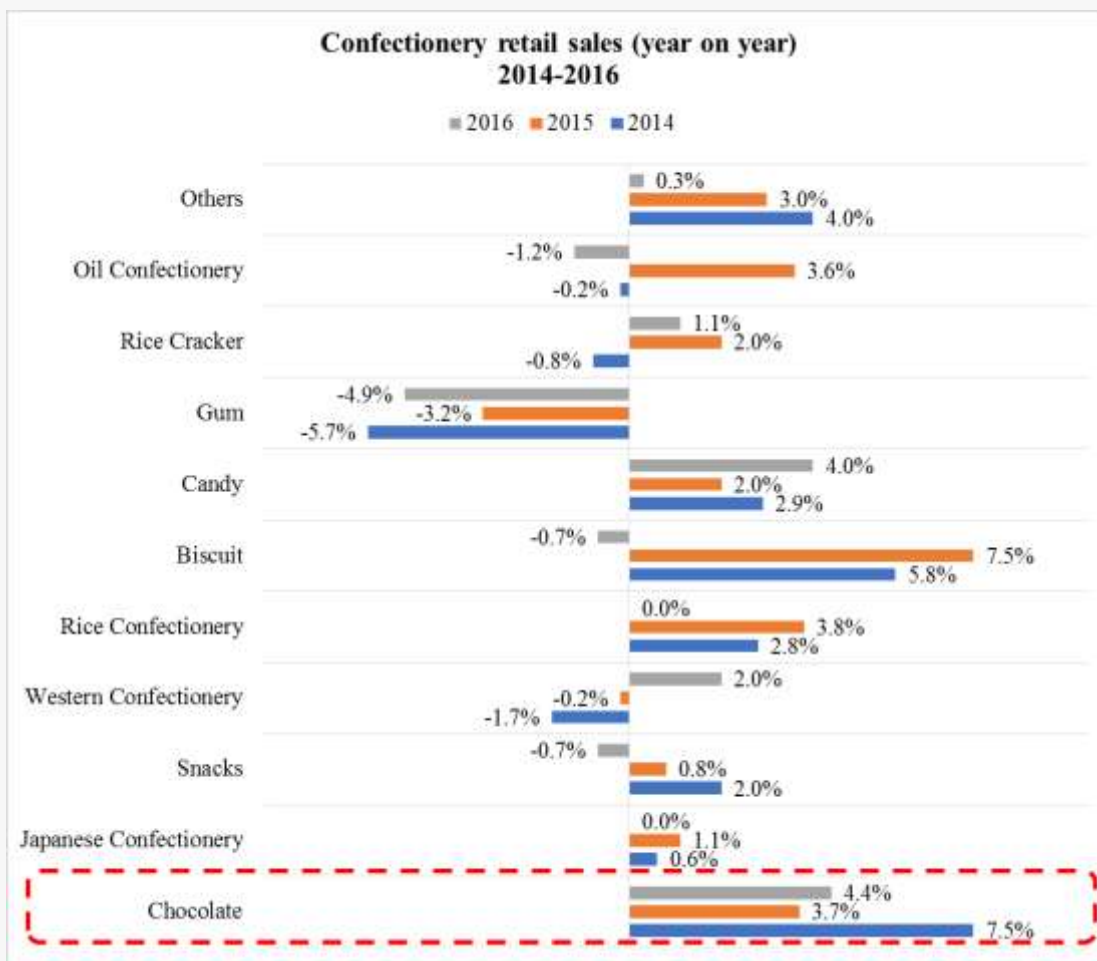


Sources: All Nippon Kashi Association

The most notable growth was in chocolate and candies.

The production value of chocolate was JPY380 billion (up 4.4%) and retail value was JPY526 billion (up 4.4%). Growth was due to wider recognition of the health benefits of chocolate, and strong sales of high-cocoa chocolates.

The production value of candies was JPY188 billion (up 5%), and retail value was JPY261 billion (up 4%). Sales were strong for products for children (in small bags), functional products for health-conscious consumers, and soft candies, particularly jellies.



Sources: All Nippon Kashi Association

The common keywords across these categories were “high quality” and “health functions”. Seniors are active candy consumers and are increasingly affecting the market, with the result that demand for health-oriented products that emphasize functionality is rising higher than ever before. With the increasing numbers of small households and growing demand for light snacking, there is also growing demand for low-volume packages and individually-wrapped products. Devising ways of matching the same products to different demand types and needs often results in major jumps in sales.

Let's take a look at chocolate products made with high quality and health in mind.

“meiji THE Chocolate” series

Meiji

This is the first “Bean to Bar” chocolate, which is made in an end-to-end process from careful cocoa bean selection to chocolate manufacturing, available outside specialty stores.



JPY230

“meiji Chocolate Koka” series

Meiji

The bitter taste of high-grade cocoa comes from high content of polyphenols derived from the cocoa. This high-polyphenol chocolate contains 72~95% cocoa.



JPY350

“Mental Balance Chocolate GABA” series

Ezaki Glico

The key characteristic of these products is their function for reducing short-term psychological stress from clerical work. Added Gamma Amino Butyric Acid (GABA) can mitigate that kind of stress. This chocolate is bite-sized to avoid causing sticky fingers, so it is easy to eat in pauses during desk work.



JPY150

“Nyusankin Chocolat” series

Lotte

This chocolate makes it easy to ingest live lactobacillus anywhere, any time. It can be stored for long periods and carried around at room temperature.



JPY324

Chocolat Ball (JPY148)

Daily Pack (JPY620)