

Japanese Confectionery Market Review

Through 2003 Japanese “kashi” (snack) manufacturers had not made capital investments in several years. Production levels, approximately 300 billion yen, have remained the same, as has the consumption level of about 400 billion yen.

Chocolates, the second largest share in the Japanese kashi market after pastries, have extended to the lower end of the market with improvement of the raw material base and consequently a better tasting confection. Brand loyalty for existing chocolate products remains but evidently the higher cost of new items was not perceived as added value to the consumer.

New introductions in sugar confections, candy, caramel, chewing gum, tablet cake and gummies, however, have been able to enter and remain in the market. Statistics from the ANKA (All Nippon Kashi Association) show an increase in this market for the past three years. Chewing gum has the highest growth value of more than 5 percent in 2003.

Kashi Production by Category in 2003				
Category	Volume (kg)	% Change	Value (billion yen)	% Change
Candy	162.0	3.1%	175.0	3.6%
Chocolate	217.8	2.0%	302.0	-.6%
Chewing Gum	45.8	4.1%	131.0	8.5%

Top Kashi Companies in Japan — 2003

Sales unit in ¥ 100 million

Rank	Company	Sales
1	Meiji Seika	2,582
2	Lotte Shoji	1,700
3	Morinaga & Co.	1,494
4	Ezaki Glico	1,355
5	Calbee	930
6	Borbon	819
7	Fujiya	795
8	Kameda Seika	635
9	Kanebo Foods	565
10	Yamazaki Nabisco	331
11	Imuraya Seika	292
12	Koikeya G	237
13	Nestlé Confect.	230
14	Cadbury Japan	225
15	Kabaya Food	220
16	Sanko Seika	198
17	Furuta Seika	180
18	Kanro	173
19	Tohato	170
20	Iwatuka Seika	169
21	Meito Sungyo	167
22	Denroku	162
23	UHA Mikakuto	160
24	Kasugai Seika	155
25	Tivolli Tivon	150
26	Nissin Cisco	136
27	Shoei Kashi	120
28	Nobel Seika	91
29	Bonchi	90
30	Yoneya	88
31	Kuriyama Beika	83
32	Asahi Food & Health	70
33	Itoh Seika	65
34	Meiji Chwg. Gum	65
35	Izumi Seika	65
36	Matsuo Seika	60
37	Echigo Seika	50
38	Maruhiko Seika	48
39	Ginbis	45
40	Akutagawa Seika	45
41	Abeko Seika	43
42	Senjakuame	42
43	Hinodeya Seika	41
44	Takara Seika	41
45	Sakuma Seika	40
46	Amanoya	38
47	Sansei Food	37
48	Lion Kashi	36
49	Hokuetsu	35
50	Ribon	35