

Hot Drinks in Japan

Market Direction | 2022-11-14 | 37 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2022, hot drinks is set to record opposite performances in the foodservice channel and the retail channel. Foodservice volume sales are expected to experience double-digit growth, with cafes and specialist coffee and tea shops seeing greater footfall. Entering the third year of the COVID-19 crisis, although lingering caution with the virus remains, consumers have started to spend more time outside the home. As a result, consumers have returned to enjoying hot drinks in foodservice outlets. Ne...

Euromonitor International's Hot Drinks in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hot Drinks in Japan
Euromonitor International
November 2022

List Of Contents And Tables

HOT DRINKS IN JAPAN

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 3 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 4 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 10 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 11 □NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 12 □LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 13 □Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022

Table 14 □Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 15 □Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 16 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 17 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 18 □Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 19 □Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 20 □Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 21 □Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 22 □Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 23 □Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 24 □Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 25 □Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Opposite results in foodservice and retail, along with recovery from the pandemic

Price increases for the second year in a row

New product development to meet consumers' diverse demands

PROSPECTS AND OPPORTUNITIES

Retro boom has potential to revitalise old-fashioned coffee shops

Further growth potential in the premium segment

Increasing awareness of sustainability issues

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2017-2022

Table 27 Retail Sales of Coffee by Category: Value 2017-2022

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 29 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 31 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 32 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 34 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

TEA IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail sales decline as people spend less time at home, while other tea benefits from the hot summer

Price increases are mild, yet manufacturers focus on adding value

Demand for convenient tea bags along with demographic shifts

PROSPECTS AND OPPORTUNITIES

Brewing tea meets the "slowing down" lifestyle trend

Boom of afternoon tea offers potential for black tea

Specific health benefits of tea could stimulate demand amongst health-conscious consumers

CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2017-2022

Table 38 Retail Sales of Tea by Category: Value 2017-2022

Table 39 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 40 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 41 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 42 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 43 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 44 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

OTHER HOT DRINKS IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail sales decline in a rebound from 2020 and 2021

Nestle continues to promote Milo amongst adults

Morinaga renews its high cocoa content product as a functional product

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Accelerated fall in birth and marriage rates implies a further decline in the consumer base of children
Older generation expected to be targeted as the population ages
Positioning as a natural supplementary product has potential to further expand the consumer base

CATEGORY DATA

Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022

Table 48 Retail Sales of Other Hot Drinks by Category: Value 2017-2022

Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022

Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022

Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027

Table 56 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hot Drinks in Japan

Market Direction | 2022-11-14 | 37 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com