

## Sports Drinks in Japan

Market Direction | 2022-11-24 | 32 pages | Euromonitor

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### Report description:

In 2022, off-trade volume and current value sales of sports drinks are set to record strong growth compared with 2021, as outdoor activities have finally resumed. In 2020, big sports events for students, such as the Koshien National High School Baseball Championship, were cancelled. Also, following the declaration of a state of emergency, many schools were temporarily closed, and school sports activities could not take place accordingly. Since younger generations are a key consumer base for spor...

Euromonitor International's Sports 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

### Why buy this report?

- \* Get a detailed picture of the Sports 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.

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