

## **Rtds in Japan**

Market Direction | 2023-06-22 | 28 pages | Euromonitor

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### **Report description:**

In 2022, total volume sales of RTDs recorded a slight decline. This was the first fall in sales in 15 years, since the category had been growing every year since 2008. The biggest reason for the decline was a partial reversal of the increase in demand for home consumption which was seen after the outbreak of the pandemic. In March 2022, Japan ended the COVID-19 quasi-emergency in all prefectures, and foodservice outlets were able to operate without any restrictions. Consumers started to drink ou...

Euromonitor International's RTDs 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- \* Get a detailed picture of the RTDs 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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