

**Asian Speciality Drinks in Japan**

Market Direction | 2023-11-28 | 31 pages | Euromonitor

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**Report description:**

Off-trade volume sales of Asian speciality drinks are set to record a notable decline in 2023, partly due to the impact of price increases. Price increases began in 2022, but were fully felt in 2023, which put a dent in volume sales. Many beverage manufacturers increased the shipment price of their PET bottled products in autumn 2022. For instance, Asahi Soft Drinks Co Ltd increased the manufacturer's suggested retail price of Calpis in October 2022, and Mizkan Group Corp increased the manufac...

Euromonitor International's Asian Speciality 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 (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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

**Why buy this report?**

- \* Get a detailed picture of the Asian Speciality 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.

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#### 2023 DEVELOPMENTS

Price increases drive decline for Asian speciality drinks

Asahi continues to expand the line-up of Calpis to expand the consumer base to adults

Mizkan focuses on promoting the benefit of vinegar drinks by obtaining FFC

#### PROSPECTS AND OPPORTUNITIES

Asian speciality drinks will continue to face strong competition from liquid concentrates

Unstoppable decline of young population requires Calpis to expand its consumer base

Vinegar drinks set to attract younger consumers for their beauty benefits

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