

Coffee in Japan

Market Direction | 2023-11-28 | 22 pages | Euromonitor

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Report description:

In 2023, sales of coffee in the foodservice channel are expected to record solid growth, thanks to the rebound of footfall in cafes and specialist coffee and tea shops. On 8 May 2023, the Japanese government downgraded the legal status of COVID-19 to Class 5, which is the same classification as seasonal influenza. This was a major policy shift in the government's response to the pandemic after three years, and has led to the normalisation of social and economic activities. At foodservice outlets...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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Euromonitor International
November 2023

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COFFEE IN JAPAN

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Foodservice struggles from reduced footfall due to home working, and price hikes

Despite price increases, value-added products perform well

Manufacturers expand the line-up of retail products under cafe brands

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