

Hot Drinks in Japan

Market Direction | 2023-11-28 | 37 pages | Euromonitor

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Report description:

In 2023, hot drinks is set to record opposite performances in the foodservice channel and the retail channel. On 8 May 2023, the Japanese government downgraded the legal status of COVID-19 to Class 5, the level of common infectious disease. This was a major policy shift in the government's response to the pandemic after three years. Now that COVID-19 is categorised in the same group as seasonal influenza, social and economic activities have been normalised. Consumer confidence is recovering, alo...

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 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: 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.

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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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PROSPECTS AND OPPORTUNITIES

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Active new product development continues with FFC (Foods with Functional Claims)

Nestle Japan Ltd launches Milo that can be prepared with water

PROSPECTS AND OPPORTUNITIES

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Unstoppable decline of young population will require manufacturers to expand the consumer base
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