

## **Juice in Japan**

Market Direction | 2023-11-28 | 34 pages | Euromonitor

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### **Report description:**

In 2023, total volume sales of juice are set to decrease compared with 2022. On-trade volume sales are expected to increase thanks to a continued rebound in demand as the legal status of COVID-19 was downgraded to Class 5 in May. However, off-trade volume sales are expected to see another year of decline in 2023, although sales are set to grow in current value terms. This has resulted from a decline in sales of large product sizes due to reduced demand for home consumption, combined with rising...

Euromonitor International's Juice 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.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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  
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Global shortage of oranges for processing results in sales suspensions and price increases

Kagome's tomato juice attracts health-conscious consumers

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