

Other Hot Drinks in Japan

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

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Report description:

Retail volume sales of other hot drinks are predicted to continue to decline in 2023. Sales recorded strong increases in 2020 and 2021, triggered by the prolonged time spent at home in response to the pandemic. During home seclusion, other hot drinks responded well to the consumer demand for indulgent experiences, as well as offering recognised health benefits. However, as the pandemic eased the growth momentum was lost, turning to retail volume decline in 2022, and this trend is set to continue...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other 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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OTHER HOT DRINKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks is facing stagnation, as the benefit of increased time spent at home has ceased

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

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

Potential for nutritional support for older consumers could be further explored

Positioning as a natural supplement has potential to further expand the consumer base

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HOT DRINKS IN JAPAN

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