

RTD Coffee in Japan

Market Direction | 2023-11-28 | 33 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Off-trade volume sales of RTD coffee are set to record a slight decline in 2023. While increased opportunities to leave the home due to the containment of the pandemic drove sales, the summer heat dragged down sales. In 2023, Japan experienced an extremely hot summer, recording temperatures over 35C almost every day. In moderate heat, there is demand for RTD coffee for on-the-go consumption, but in extreme heat, bottled water, RTD tea, and sports drinks are usually preferred for hydration. Faci...

Euromonitor International's RTD 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, 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 RTD 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

RTD COFFEE IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Extremely hot summer and price increases push down off-trade volume sales

Line-up of products under coffee shop brands expands to provide authentic experiences at home

New product development continues to expand the consumer base

PROSPECTS AND OPPORTUNITIES

RTD coffee faces struggles with vending sales in the workplace due to the continuation of working from home

Price increases likely to put a dent in purchases by heavy users

Players will need to attract younger consumers

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

SOFT DRINKS IN JAPAN

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Japan

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

RTD Coffee in Japan

Market Direction | 2023-11-28 | 33 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-26"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com