

## **RTD Tea in Japan**

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

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### **Report description:**

Off-trade volume sales of RTD tea are set to record a decline in 2023. While increased opportunities to go out with the containment of the pandemic should have contributed to growth, the impact of the price increases, which began in 2022, was fully felt in 2023, and put a dent in volume sales. Many beverage manufacturers increased the shipment prices of their PET bottled products in October 2022. Beverage manufacturers had already increased the shipment price of large-size PET bottles in 2019, b...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD Tea 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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ITO EN focuses on reaching out to young consumers

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