

## **Soft Drinks in Japan**

Market Direction | 2023-11-28 | 101 pages | Euromonitor

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### **Report description:**

In 2023, soft drinks is set to record opposite performances in the on-trade channel and the off-trade channel. On 8 May 2023, the Japanese government downgraded the legal status of COVID-19 to Class 5, the level of common infectious diseases. 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 class as seasonal influenza, social and economic activities have been normalised. Consumer confidence is recovering, I...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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Cross-industry collaborations actively conducted to widen the consumer base and expand consumption

## PROSPECTS AND OPPORTUNITIES

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## 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

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