

Tea in Japan

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

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Report description:

Retail volume sales of tea are set to record a third consecutive year of decline in 2023, with sales expected to fall across most categories. This is due partly to the convenience trend, as consumers are choosing RTD tea as it is a more convenient option. In particular, on 8 May 2023, the Japanese government downgraded the legal status of COVID-19 to Class 5, therefore classifying it as a common infectious disease. This was a major policy shift after three years, and has enabled social and econo...

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

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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TEA IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tea struggles, due to the competition with RTD tea, and price increases

Struggles for leaf tea, while new product development continues for tea bags

Coffee chains are increasing outlets focusing on tea

PROSPECTS AND OPPORTUNITIES

Added-value, especially in terms of health, will be the main focus of new product development

New consumption occasions will be explored to stimulate growth for tea

Foodservice volumes will struggle, yet afternoon tea likely to become more popular

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