

## **Cafes/Bars in Japan**

Market Direction | 2024-02-08 | 25 pages | Euromonitor

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### **Report description:**

In May 2023, the Japanese government downgraded the legal status of COVID-19 to class 5, which led to a rebound in footfall for consumer foodservice. Consumers returned to going out, and enjoyed dining out. In particular, bars/pubs, which suffered the most within cafes/bars during the pandemic, showed a significant rebound, with strong double-digit current value growth from 2022 to 2023. Companies have gradually increased the proportion of their employees coming into the workplace, contributing...

Euromonitor International's Cafes/Bars in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

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February 2024

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