

Concentrates in Japan

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Report description:

In 2023, liquid concentrates is set to see a decrease in off-trade volume and current value sales. This is mainly due to the decreased amount of time consumers having been spending at home in this year. Liquid concentrates saw a strong rise in off-trade volume sales in 2020, followed by further increases in 2021 and 2022. After the onset of the pandemic, liquid concentrates was one of the key beneficiaries in soft drinks, as the category met the demand for products that were easy to buy, carry,...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Polarised results for liquid and powder concentrates with post-pandemic shifts

Asahi conducts a sales promotion for Calpis combined with local specialities

Cross-industry collaborations actively conducted to widen the consumer base and expand consumption

PROSPECTS AND OPPORTUNITIES

Sales of liquid concentrates set to remain higher than pre-pandemic

Manufacturers likely to promote their powder concentrates as eco-friendly

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