

Energy Drinks in Japan

Market Direction | 2023-11-28 | 31 pages | Euromonitor

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Report description:

Energy drinks is set to record falling off-trade volume sales in 2023, with price increases by leading manufacturers a major factor contributing to decline. In response to the rising costs of materials, packaging, and transportation, energy drinks manufacturers increased the prices of their products. For instance, in February 2023, Asahi Soft Drinks Co Ltd increased the price of Monster Energy by 12%. For the 355ml product, for example, the manufacturer's suggested retail price increased from JP...

Euromonitor International's Energy 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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Suntory's Zone focuses on appealing to the younger generation

Pokka Sapporo launches a new natural product

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