

RTD Coffee in Japan

Market Direction | 2023-11-28 | 33 pages | Euromonitor

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Report description:

Off-trade volume sales of RTD coffee are set to record a slight decline in 2023. While increased opportunities to leave the home due to the containment of the pandemic drove sales, the summer heat dragged down sales. In 2023, Japan experienced an extremely hot summer, recording temperatures over 35C almost every day. In moderate heat, there is demand for RTD coffee for on-the-go consumption, but in extreme heat, bottled water, RTD tea, and sports drinks are usually preferred for hydration. Faci...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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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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