

## **Sports Drinks in Japan**

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

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### **Report description:**

In 2023, off-trade volume and current value sales of sports drinks are set to record growth compared with 2022, due to an extremely hot summer. According to the Japan Meteorological Agency, the national average temperature from June to August was the hottest since statistics began in 1898. In August, temperatures over 35C were recorded almost every day. This increased the need for sports drinks for hydration.

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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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Coca-Cola launches a new product from Aquarius containing amino acids instead of sugar

Otsuka's Pocari Sweat brand sponsors music festivals

#### PROSPECTS AND OPPORTUNITIES

Sports drinks faces competition from RTD tea and bottled water

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