

HW Hot Drinks in Japan

Market Direction | 2024-08-09 | 15 pages | Euromonitor

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Report description:

Health continues to be top-of-mind for many Japanese consumers. However, the health needs of consumers are becoming more diverse and specific, ranging from weight management to the improvement of gut health, sleep, supplementary nutrients, etc. Consumers continue to pay close attention to the specific health benefits that they want, so they can improve any health-related issues about which they have concerns. As a result, there is a growing need for products that meet individual health concerns.

Euromonitor International's HW Hot Drinks in Japan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- * Get a detailed picture of the HW Hot 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.

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Table of Contents:

HW Hot Drinks in Japan
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List Of Contents And Tables

HW HOT DRINKS IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers' needs are becoming more diverse, which is reflected in health and wellness hot drinks

Organic accounts for the highest sales within health and wellness hot drinks, as consumers consider these less harmful than standard products

No allergens hot drinks boosted by consumers being more careful with their diet

PROSPECTS AND OPPORTUNITIES

No sugar hot drinks set to see growth as health concerns rise amongst consumers

No caffeine set to grow as more consumers look to improve their sleep quality

Good source of minerals hot drinks expected to rise as adults are targeted by players in other hot drinks

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN JAPAN

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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